CHAPTER-5

RESULT AND DISCUSSIONS

5.1 Respondents Profile:

In a general sense, a respondent's profile refers to a collection of information about an individual who is participating in a survey, research study, or any data collection process. This profile typically includes demographic details, such as age, gender, education, occupation, and other relevant characteristics that help researchers analyze and understand the respondents' background. The respondents' profile for the concern study is as follows:

5.1.1 Classification Based on Gender:

Table 4.1: Gender Wise Classification

Gender	Number of Respondents	Percentage (%)
Male	250	50
Female	250	50

In all about 250 respondents were male and 250 were female which accounts for 50% each.

5.1.2 Age Group Based Respondents:

Table 4.2: Age Wise Classification

Age Group	Number of Respondents	Percentage (%)
18-24	120	24.0
25-34	140	28.0
35-44	80	16.0
45-54	90	18.0
55-64	50	10.0
65 or older	20	4.0
Total	500	100.0

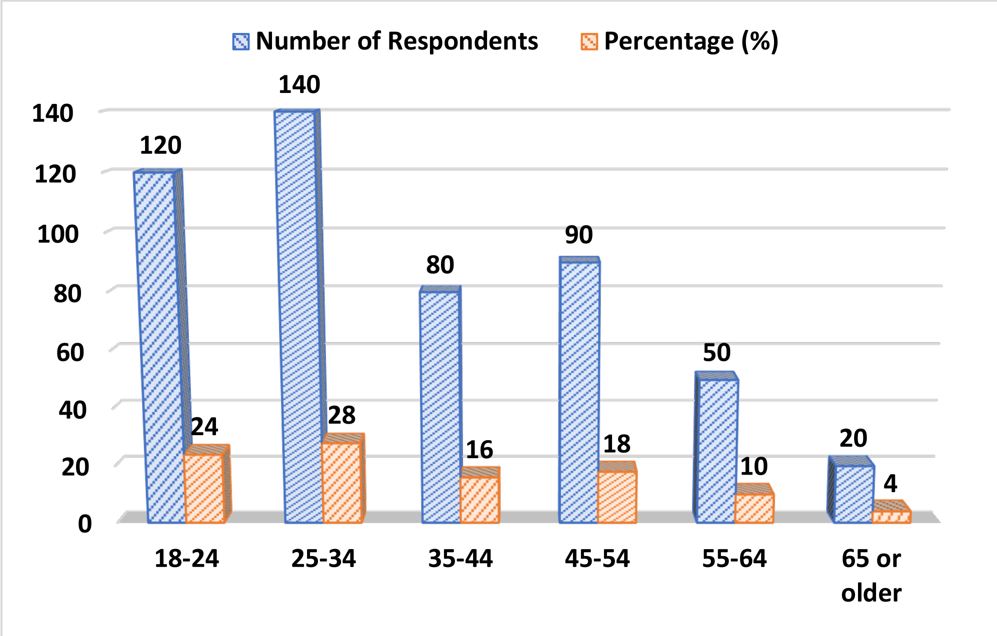

Figure 4.1: Age Wise Classification

Based on the age-wise classification, there are 120 respondents from the age group of 18–24, which accounts for 24.0% of the total respondents. 140 respondents are from the age group of 25–34, which accounts for 28.0% of the total respondents. 16.0% of respondents are from the age group of 35–44, with 80 respondents. 18.0% of respondents are from the age group of 45–54, with 90 respondents. 10.0% of respondents are from the age group of 55–64, with 50 respondents. Only 4.0% of total respondents are 65 or older, with only 20 respondents. In total, there were 500 respondents surveyed. This data implies that the survey findings are predominantly reflective, with the 25–34 age group having the maximum number of respondents, indicating the significance of the presence of young adults, and the 65 or older age group having the minimum number of respondents.

5.1.3 Location Wise Respondents:

Table 4.3: Location Wise Classification

Location	Number of Respondents	Percentage (%)
Urban	300	60.0
Suburban	180	36.0
Rural	20	4.0
Total	500	100.0

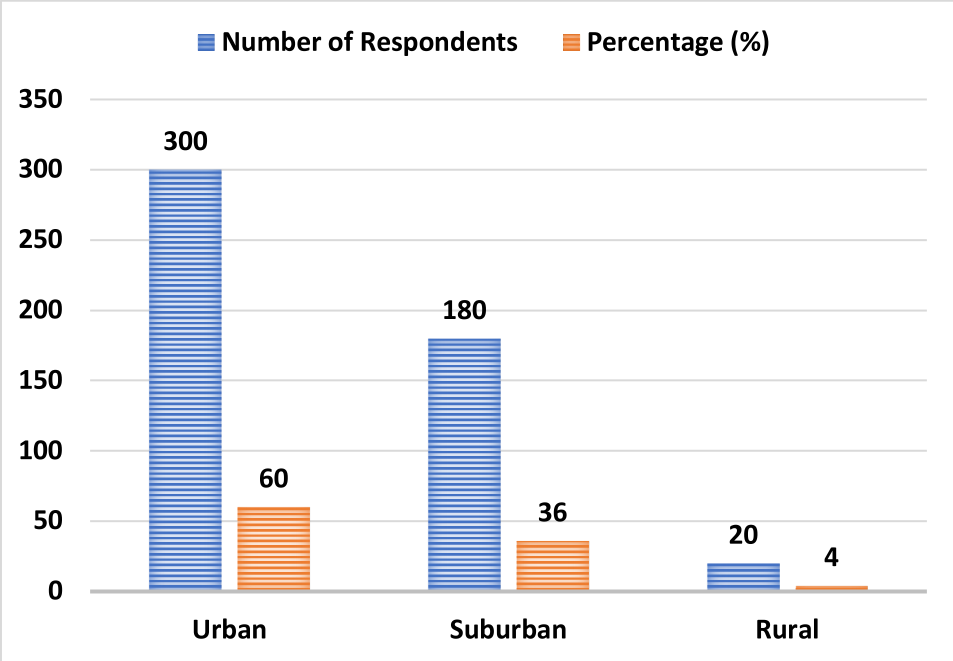

Figure 4.2: Location Wise Classification

60.0% of the respondents were from urban areas, constituting the majority of the sample, while 36.0% resided in suburban regions. Only 4.0% of the respondents were from rural areas. This data implies that the survey findings are predominantly reflective of urban perspectives, potentially limiting the generalizability of the results to suburban and rural populations.

5.2 Social Media Platforms and Hotel Preference:

5.2.1 Social Media Platform Most Frequently Used / Time Spent:

Table 4.4: Social Media wise Classification

Social Media Platform Most Frequently Used / Time Spent	Frequency	Percentage
Facebook	220	44
Instagram	100	20
Twitter	120	24
LinkedIn	30	6
Snapchat	20	4
Other (please specify)	10	2
Total	500	100

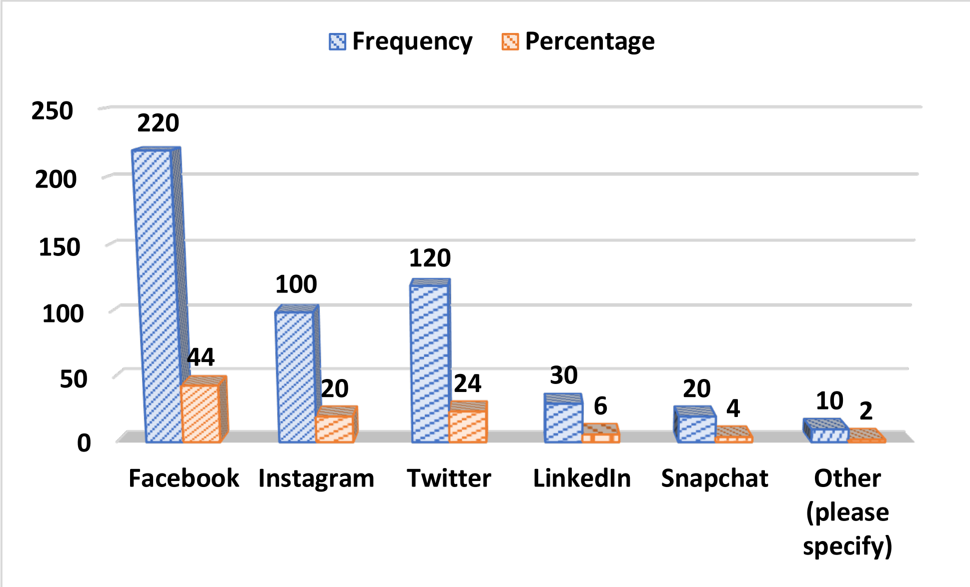

Figure 4.3: Social Media wise Classification

220 respondents (44.0% of the total sample) use Facebook. 100 respondents (20.0% of the total sample) prefer Instagram. 120 respondents (24.0% of the total sample) use Twitter. 30 respondents, accounting for 6.0% of the total sample, use LinkedIn. 20 respondents (4.0% of the total sample) prefer Snapchat. 10 respondents (2.0% of the total sample) use other social media platforms like Pinterest, Reddit and other social platforms. In total, there were 500 respondents surveyed. This data implies that Facebook is the most frequently used social media platform. It has the largest user base among all other social media platforms, followed by Twitter and Instagram. LinkedIn and Snapchat also have their own user bases, but they are smaller in comparison. Additionally, a small number of respondents were also using other social media platforms.

5.2.2 Frequency of Stay in Hotels for Leisure or Business Travel:

Table:4.5: Frequency wise classification

Frequency of Stay in Hotels	Number of Respondents	Percentage (%)
Frequently	350	70.0
Occasionally	140	28.0
Rarely	10	2.0
Never	0	0.0
Total	500	100.0

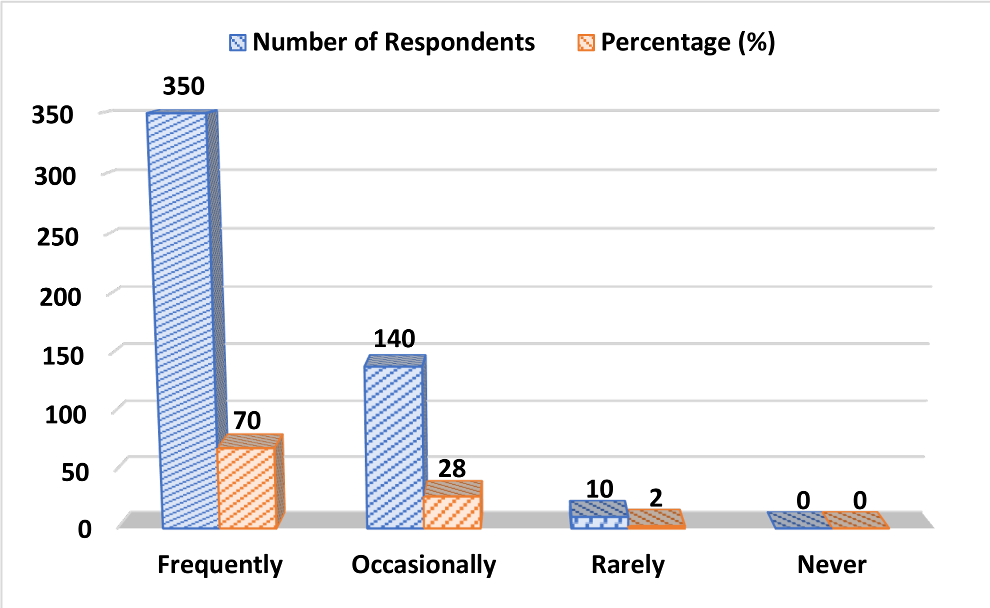

Figure 4.4: Frequency wise classification

70.0% of the respondents stay in hotels frequently, constituting the majority of the sample, while 28.0% of respondents stay occasionally. Only 2.0% of the respondents stay rarely in hotels, and none of the respondents have never stayed in hotels. In total, there were 500 respondents surveyed. This data implies that the majority of people give preference to staying in hotels for leisure or business travel, while very few people rarely choose hotels.

5.2.3 Factors Influencing Choice of a Hotel:

Table:4.6: Factors influencing hotel choice

Factors Influencing Hotel Choice	Yes	Percentage (%)	No	Percentage (%)
Location	320	64	180	36
Price	400	80	100	20
Brand Reputation	410	82	90	18
Online reviews	300	60	200	40
Amenities (e.g., pool, gym)	250	50	250	50
Brand Loyalty	410	82	90	18
Recommendations from friends or family	120	24	380	76

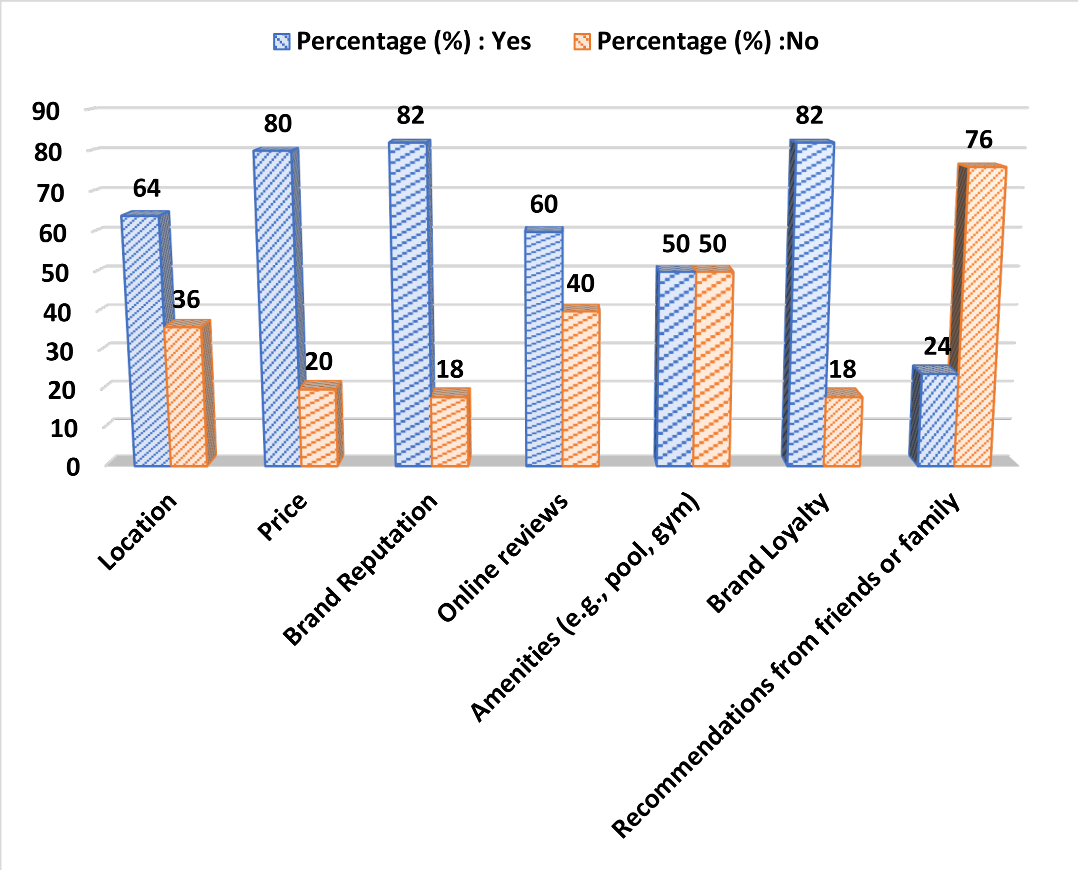

Figure 4.5: Factors influencing hotel choice

64.0% of respondents give preference to location when choosing a hotel. It is one of the important factors for the respondents, with 36.0% of people not giving preference to location. 80% of respondents give preference to price when choosing a hotel, while 20% do not give preference to price. The price of a hotel is one of the significant factors for the respondents. 82% of respondents give preference to brand reputation and brand loyalty when choosing a hotel. It is one of the most important factors for the respondents, with 18% of people not giving preference to both when considering their choice of hotel. 60% of respondents consider online reviews when choosing a hotel, while 40% do not. 50% of respondents give preference to amenities when choosing a hotel, while 50% do not. Only 24% of respondents took recommendations from friends and family when choosing a hotel, while 76% did not. It is the least important factor for the respondents. This data implies that the majority of people gave preference to brand reputation and brand loyalty. However, recommendations from friends and family have the least importance for hotel choice.

5.2.4 Level of Engagement and Social Media Platforms:

Table:4.7: Level of Engagement with Hotels on Social Media

Social Media Platform				
Level of Engagement	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Very Low	90	18.0	18.0	18.0
Low	40	8.0	8.0	26.0
Medium	20	4.0	4.0	30.0
High	150	30.0	30.0	60.0
Very High	200	40.0	40.0	100.0
Total	500	100.0	100.0	

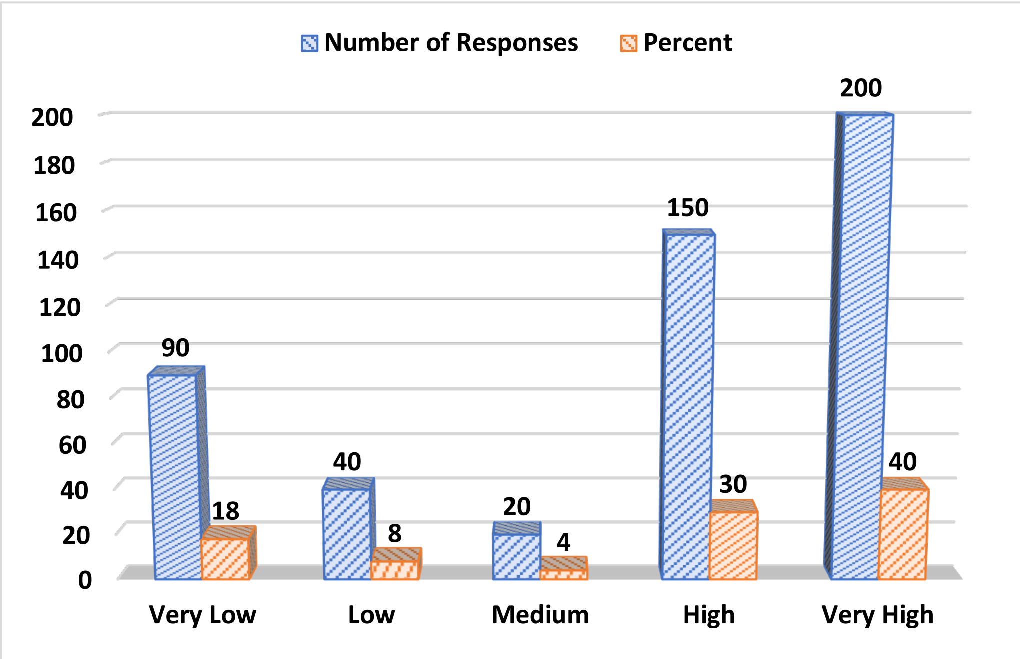

Figure 4.6: Level of Engagement with Hotels on Social Media

40.0% of users have very high engagement with hotels on a social media platform. 30.0% of users have high engagement with hotels. 4.0% of users have medium engagement, while 26.0% have low to very low engagement with hotels on social media platforms. The above data implies that the majority of users have high to very high engagement with hotels on social media platforms, indicating a significant interaction with hotels, while a small group of users have very low engagement, which indicates very low interest in hotel-related content on this platform.

5.2.5 Type of Social Media Platforms and Engagement:

Table:4.8: Types of social media platforms and their Engagement with Hotels

Type of Social Media Platforms and Engagement	Yes	Percentage (%)	No	Percentage (%)
Facebook	330	66.0	170	34.0
Instagram	200	40.0	300	60.0
Twitter	380	76.0	120	24.0
LinkedIn	220	44.0	280	56.0
Snapchat	150	30.0	350	70.0
Other (please specify)	120	24.0	380	76.0

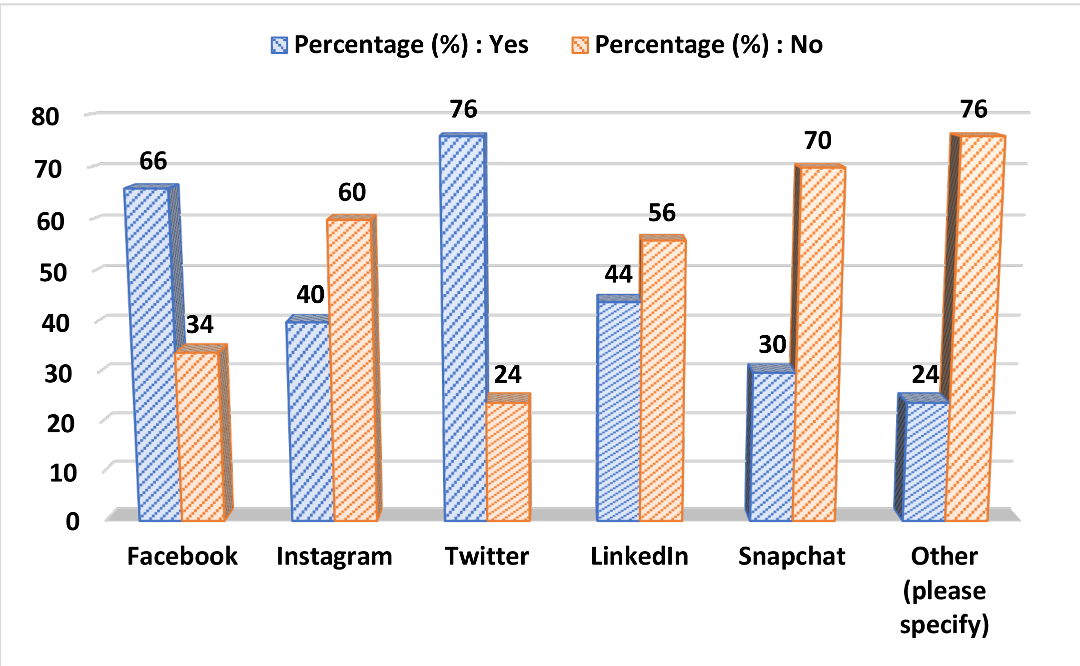

Figure 4.7: Types of social media platforms and their Engagement with Hotels

Twitter is considered one of the most important social media platforms to engage with hotels. 76.0% of hotels engage with Twitter for their marketing strategies, while 24.0% do not. Facebook is the second most popular social media platform among the hotels, with 66.0%, while 34.0% did not use this platform. LinkedIn is used by 44.0% of hotels, while 56.0% do not use it. Instagram also has a moderate engagement rate of 44.0% among the surveyed hotels, while 60.0% have not used it. Snapchat is one of the least used platforms among surveyed hotels, with a 30.0% engagement rate and 70.0% not using this platform. There are other unspecified social media platforms that are also used by the hotels for their marketing strategies.

5.3 Social Media Platform:

5.3.1 Facebook:

Table:4.9: Social Media Platform: Facebook

Social Media Platform: Facebook				
Satisfaction Level	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Very Low	15	3.0	3.0	3.0
Low	15	3.0	3.0	6.0
Medium	100	20.0	20.0	26.0
High	242	48.4	48.4	74.4
Very High	128	25.6	25.6	100.0
Total	500	100.0	100.0	

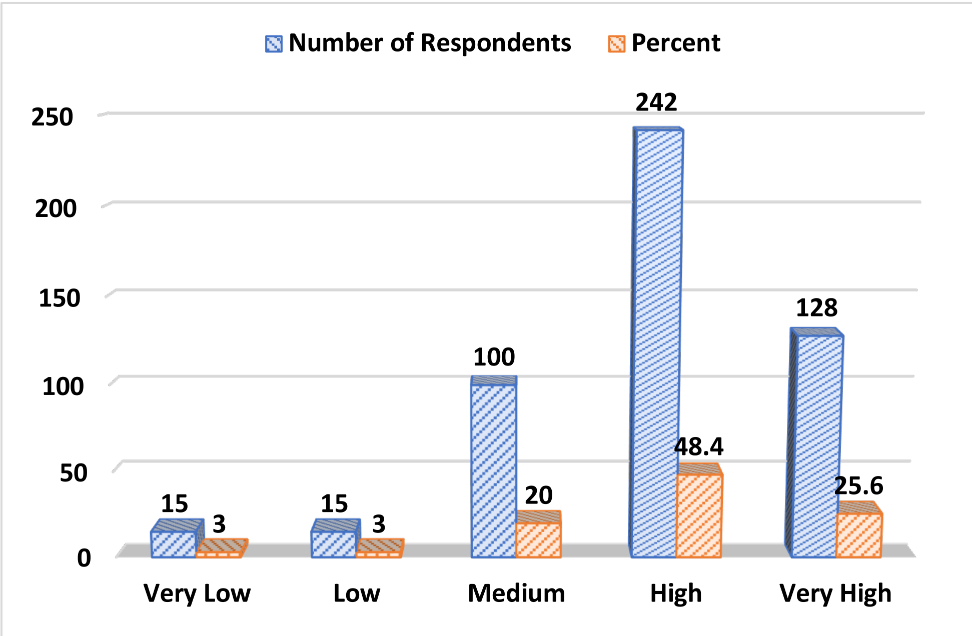

Figure 4.8: Social Media Platform: Facebook

The majority of respondents (74.4%) reported high to very high satisfaction levels with Facebook. The majority of users are satisfied with their experience on Facebook. 20.0% of users reported medium satisfaction with Facebook; according to them, more work has to be done for improvement. Only 6.0% of users have a low to very low satisfaction level, which indicates that more steps need to be taken for improvement on an immediate basis to increase satisfaction levels among users.

5.3.2 Instagram:

Table 4.10: Social Media Platform: Instagram

Social Media Platform: Instagram				
Satisfaction Level	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Very Low	30	6.0	6.0	6.0
Low	90	18.0	18.0	24.0
Medium	100	20.0	20.0	44.0
High	200	40.0	40.0	84.0
Very High	80	16.0	16.0	100.0
Total	500	100.0	100.0	

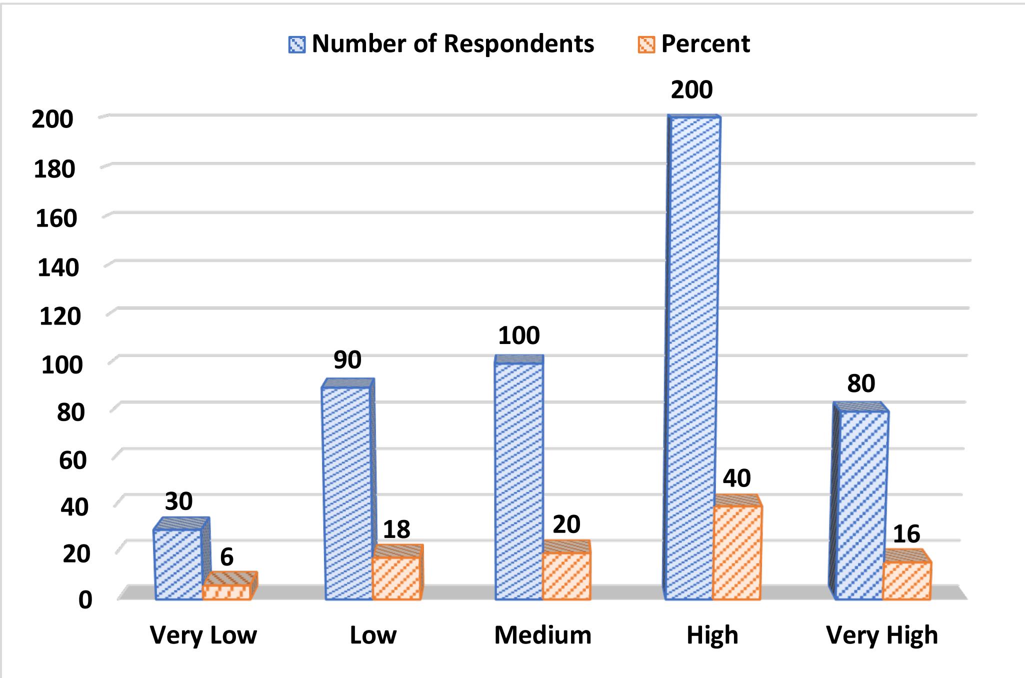

Figure 4.9: Social Media Platform: Instagram

The majority of Instagram users (56.0%) reported high to very high satisfaction levels. The majority of users are satisfied with their experience on Instagram. The Instagram generally meeting user expectation and providing better user experience. 20.0% of users reported medium satisfaction with Instagram; according to them, for some aspects, more work has to be done for improvement. Only 24.0% of users reported low to very low satisfaction levels, which indicates that continuous efforts have to be made for users to enhance satisfaction levels.

5.3.3 Twitter :

Table 4.11: Social Media Platform: Twitter

Social Media Platform: Twitter				
Satisfaction Level	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Very Low	90	18.0	18.0	18.0
Low	110	22.0	22.0	40.0
Medium	150	30.0	30.0	70.0
High	120	24.0	24.0	94.0
Very High	30	6.0	6.0	100.0
Total	500	100.0	100.0	

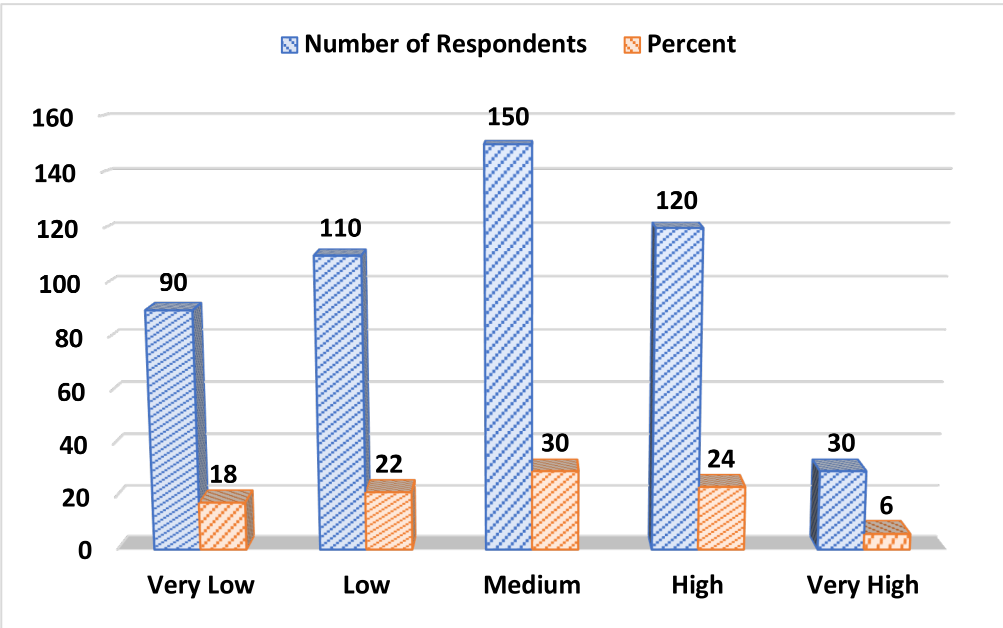

Figure 4.10: Social Media Platform: Twitter

The majority of Twitter users (40.0%) reported low to very low satisfaction levels, indicating the majority of users are not satisfied with their experience on Twitter. Steps need to be taken for improvement on an immediate basis to increase satisfaction levels among users. It's important for Twitter to take into account the diverse demands of its user base. 30.0% of users reported a moderate level of satisfaction with Twitter. It has to identify and address user concerns to enhance satisfaction levels among customers. 30.0% of the respondents reported high to very high satisfaction levels; this indicates an increase in total user satisfaction and platform loyalty.

5.3.4 LinkedIn:

Table 4.12: Social Media Platform: LinkedIn

Social Media Platform: LinkedIn				
Satisfaction Level	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Very Low	120	24.0	24.0	24.0
Low	130	26.0	26.0	50.0
Medium	100	20.0	20.0	70.0
High	80	16.0	16.0	86.0
Very High	70	14.0	14.0	100.0
Total	500	100.0	100.0	

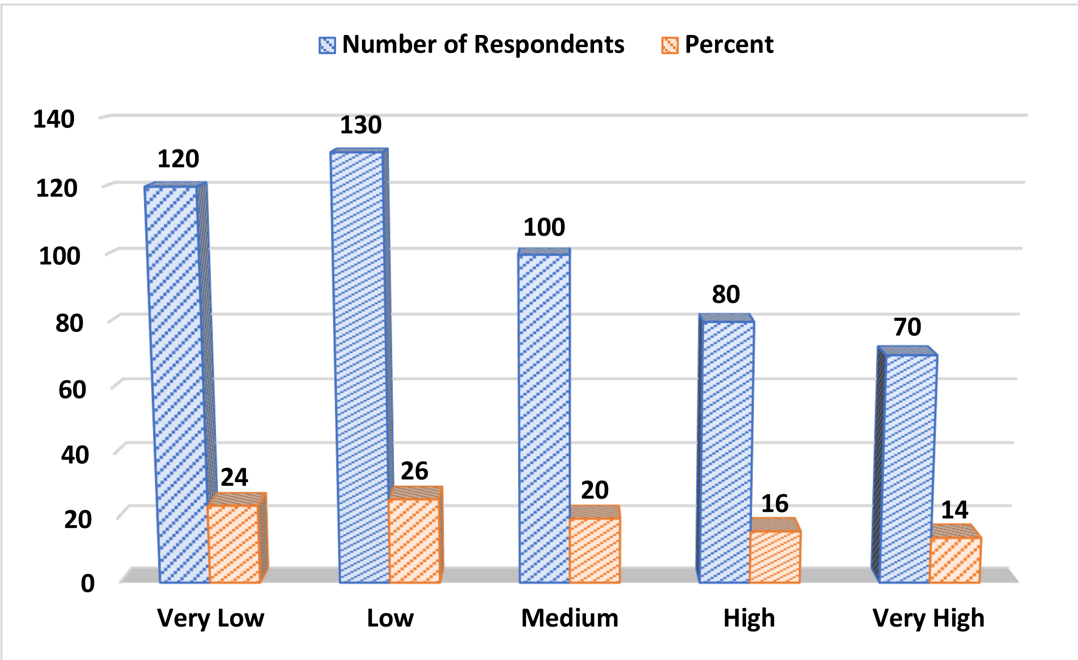

Figure 4.11: Social Media Platform: LinkedIn

The majority of LinkedIn users (50.0%) reported low to very low satisfaction levels, indicating the majority of users are not satisfied with their experience on LinkedIn. Steps need to be taken for improvement on an immediate basis to increase satisfaction levels among users. 20.0% of users reported a medium level of satisfaction with LinkedIn; according to them, more work has to be done for improvement. 30.0% of users reported a high to very high level of satisfaction with LinkedIn. They are satisfied with their LinkedIn experience.

5.3.5 Snapchat:

Table 4.13: Social Media Platform: Snapchat

Social Media Platform: Snapchat				
Satisfaction Level	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Very Low	130	26.0	26.0	26.0
Low	110	22.0	22.0	48.0
Medium	120	24.0	24.0	72.0
High	110	22.0	22.0	94.0
Very High	30	6.0	6.0	100.0
Total	500	100.0	100.0	

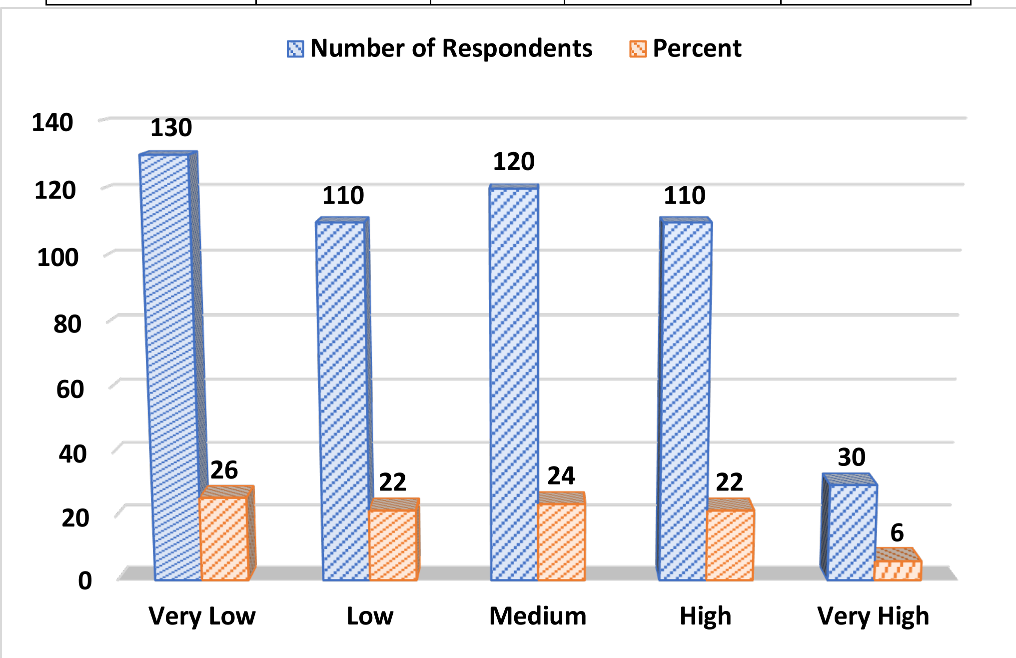

Figure 4.12: Social Media Platform: Snapchat

The majority of Snapchat users (48.0%) reported low to very low satisfaction levels, indicating the majority of users are dissatisfied with their experience on Snapchat. Steps need to be taken for improvement on an immediate basis to increase satisfaction levels among users. 24.0% of users reported a medium level of satisfaction with Snapchat; according to them, more work has to be done for improvement.28.0% of users reported a high to very high level of satisfaction with Snapchat. They are satisfied with their Snapchat experience.

5.3.6 Other Platforms:

Table 4.14: Social Media Platform: Others (Pinterest, Reddit etc.)

Social Media Platform: Others (Pinterest, Reddit etc.)				
Satisfaction Level	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Very Low	200	40.0	40.0	40.0
Low	110	22.0	22.0	62.0
Medium	130	26.0	26.0	88.0
High	30	6.0	6.0	94.0
Very High	30	6.0	6.0	100.0
Total	500	100.0	100.0	

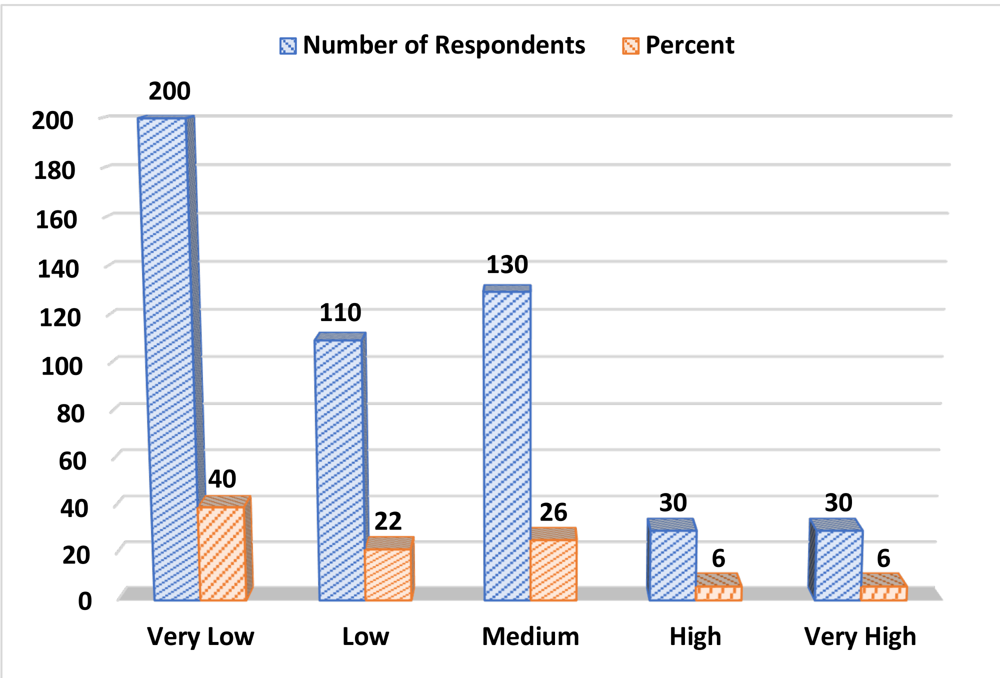

Figure 4.13: Social Media Platform: Others (Pinterest, Reddit etc.)

62.0% of users report low to very low satisfaction levels with these social media platforms (Pinterest, Reddit, etc.) as compared to well-known social networking sites.26.0% of users report medium satisfaction. Only 12.0% of users have high to very high satisfaction levels; this indicates a need for improvement in these platforms to enhance user satisfaction.

5.4 Social Media & Entertainment:

Table 4.15: Entertainment Aspect for Fun

Social Media and Entertainment Aspect Fun					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	10	2.0	2.0	2.0
	Low	20	4.0	4.0	6.0
	Medium	119	23.8	23.8	29.8
	High	242	48.4	48.4	78.2
	Very High	109	21.8	21.8	100.0
	Total	500	100.0	100.0	

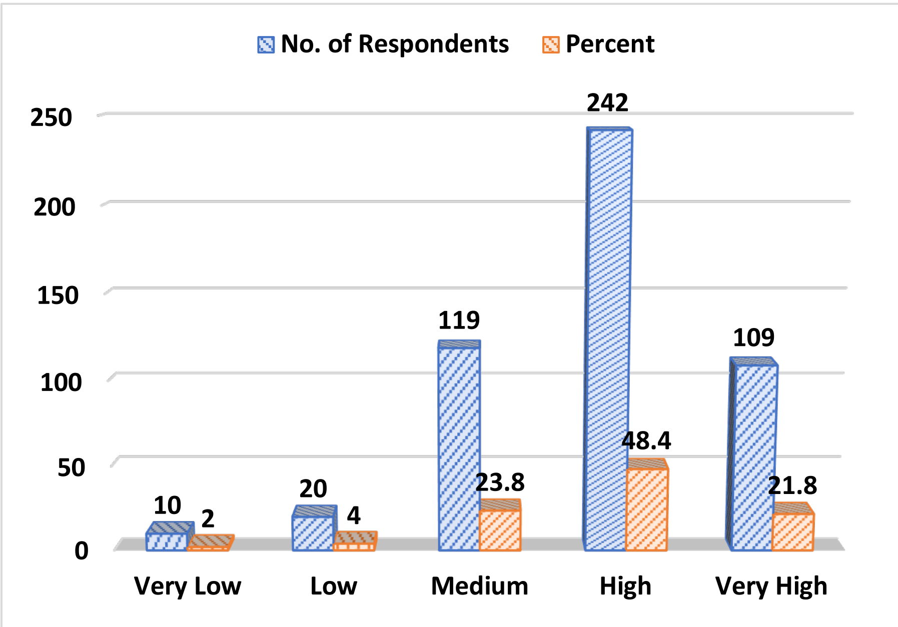

Figure 4.15: Entertainment: Fun

The data reveals varying levels of fun associated with the social media and entertainment aspect among respondents. While a minority (6.0%) reported very low to low levels of enjoyment, a significant portion expressed moderate (23.8%), high (48.4%), and very high (21.8%) levels of fun. The cumulative percentages indicate that the majority (70.2%) of respondents derive a substantial amount of enjoyment from the social media and entertainment aspect, with almost half reporting a high level and over one-fifth indicating a very high level of fun. This suggests a generally positive and engaging experience for the majority of individuals surveyed in relation to social media and entertainment activities

Table 4.16: Entertainment: Social-Media Seems Interesting

Entertainment: Social-Media Seems Interesting					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	27	5.4	5.4	5.4
	Medium	116	23.2	23.2	28.6
	High	245	49.0	49.0	77.6
	Very High	112	22.4	22.4	100.0
	Total	500	100.0	100.0	

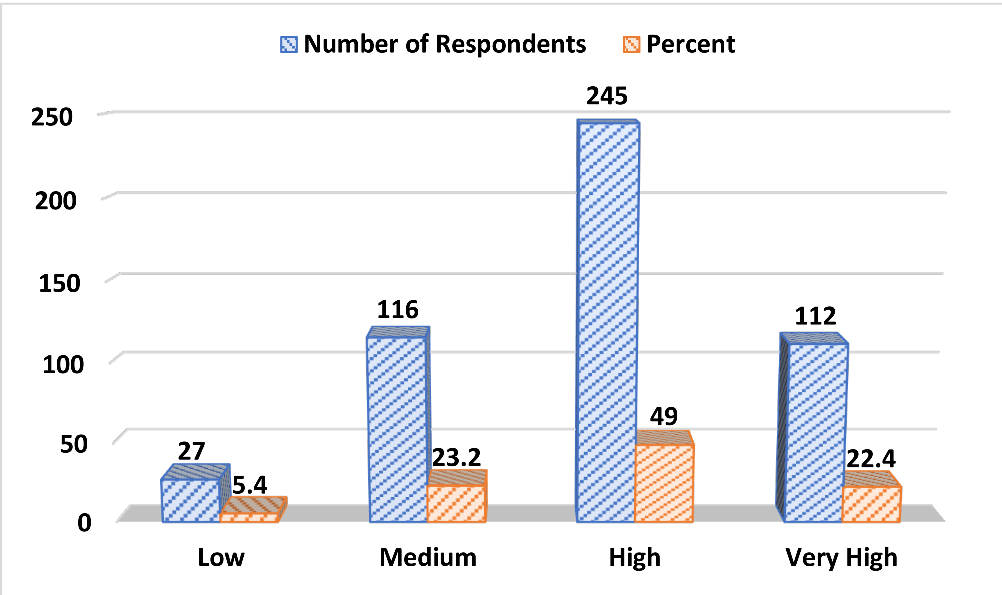

Figure 4.15: Entertainment: Social-Media Seems Interesting

Most individuals (71.4%) are highly or extremely interested in social media as a source of entertainment. Social media plays a vital role in entertainment activities. Consumers believe social networks provide a higher-value experience compared with other forms of entertainment. 5.4% of individuals with low interest and 23.2% of individuals with medium interest in social media. The data suggest that social media is interesting and engaging for the surveyed individuals.

Table 4.17: Interaction: Social-Media Enable Information-Sharing with Others

Interaction: Social-Media Enable Information-Sharing with Others					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	4	.8	.8	.8
	Low	21	4.2	4.2	5.0
	Medium	116	23.2	23.2	28.2
	High	242	48.4	48.4	76.6
	Very High	117	23.4	23.4	100.0
	Total	500	100.0	100.0	

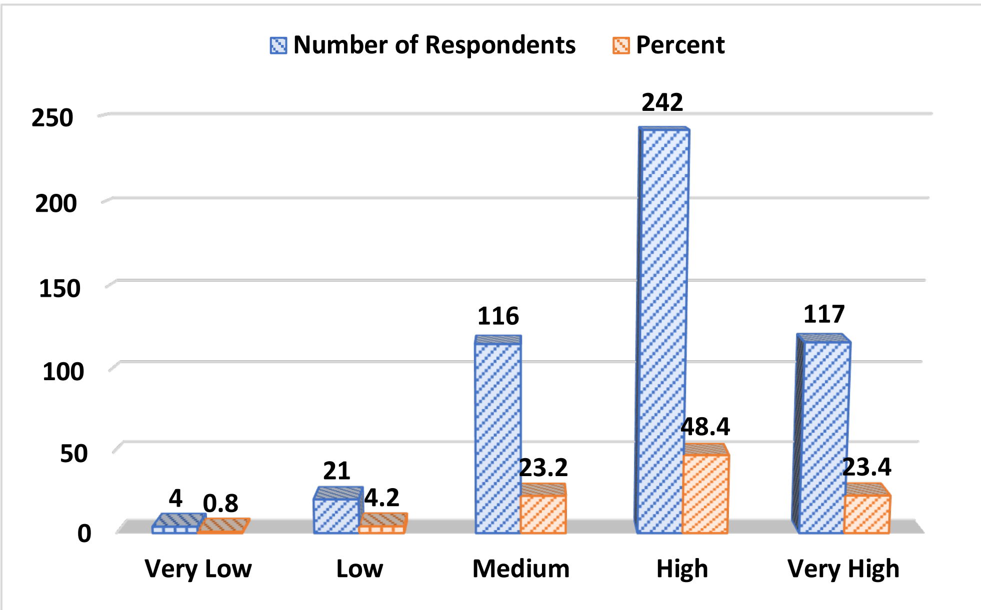

Figure 4.16: Interaction: Social-Media Enable Information-Sharing with Others

The majority of respondents (71.8%) have a medium to very high frequency of sharing information on social media platforms. It is one of the most effective tools for information exchange among the individuals.5.0% of individuals have a low to very low frequency of sharing information on social media. 23.2% have a medium frequency for sharing information on social media. The data implies that information could be spread globally through social media, making it simple to interact with each other. The majority of individuals stay connected and share ideas and opinions with others.

Table 4.18: Interaction: Conversation or Opinion Exchange

Interaction: Conversation or Opinion Exchange						
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	12	2.4	2.4	2.4
	Low	18	3.6	3.6	6.0
	Medium	120	24.0	24.0	30.0
	High	228	45.6	45.6	75.6
	Very High	122	24.4	24.4	100.0
	Total	500	100.0	100.0	

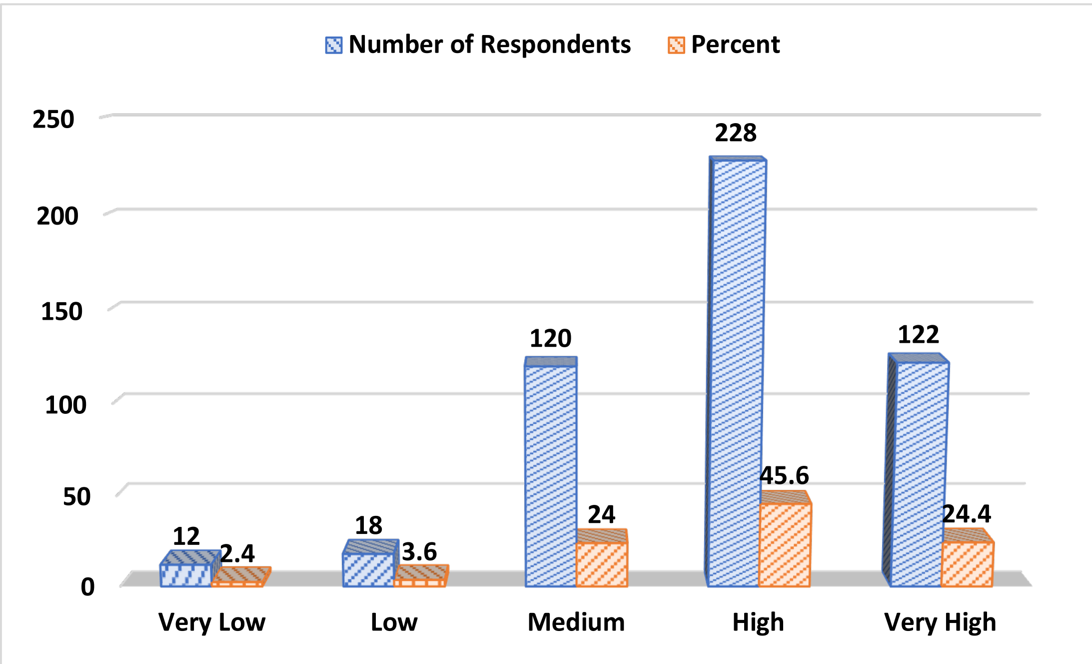

Figure 4.17: Interaction: Conversation or Opinion Exchange

The majority of individuals (70.0%) have a high to very high frequency of engaging in conversions or opinion exchanges. This shows that allowing and encouraging user interactions, discussions, and opinion exchange may be very useful for businesses, research, and social platforms. 24.0% of respondents have a medium frequency of engaging in conversation. 6.0% of respondents have a low to very low frequency of engaging in conversation and open exchange.

Table 4.19: Easy to Give Opinion Through Social-Media

Easy to Give Opinion Through Social-Media					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	4	.8	.8	.8
	Low	12	2.4	2.4	3.2
	Medium	130	26.0	26.0	29.2
	High	246	49.2	49.2	78.4
	Very High	108	21.6	21.6	100.0
	Total	500	100.0	100.0	

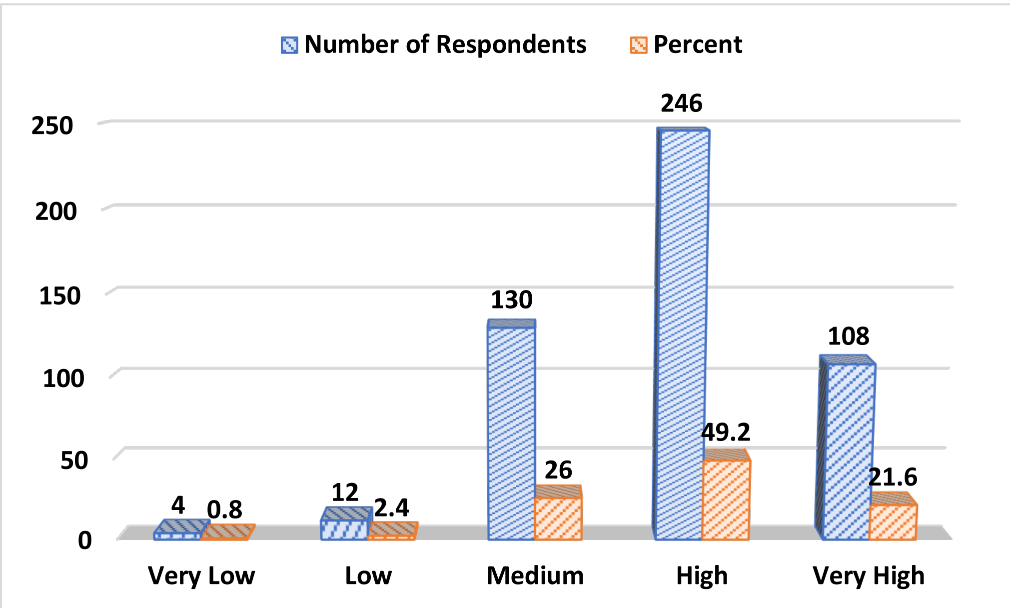

Figure 4.18: Easy to Give Opinion Through Social-Media

The majority of respondents (70.8%) felt comfortable expressing their opinion through social media platforms. The freedom of expression may encourage users to actively engage and communicate on these online platforms. 26.0% of users find it moderately easy to express their opinion on social media. 3.2% of respondents feel uncomfortable expressing their views on social media platforms.

Table 4.20: Trendiness: Social-Media Content is the Newest Information

Trendiness: Social-Media Content is the Newest Information					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	6	1.2	1.2	1.2
	Low	12	2.4	2.4	3.6
	Medium	157	31.4	31.4	35.0
	High	215	43.0	43.0	78.0
	Very High	110	22.0	22.0	100.0
	Total	500	100.0	100.0	

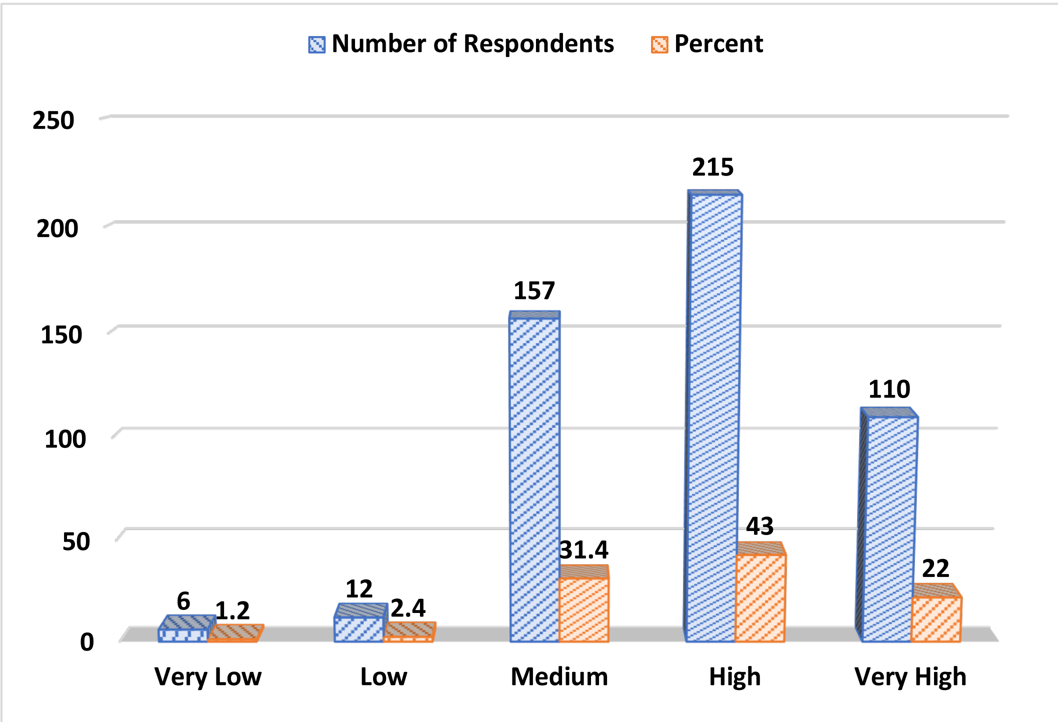

Figure 4.19: Trendiness: Social-Media Content is the Newest Information

According to the majority of respondents (65.0%), social media content is trendy and usually contains the most recent information. It suggests that users of social media commonly use these platforms to stay up-to-date on the latest news and trends, making these platforms crucial for providing information and developing trends in real time. According to 31.4% of respondents, social media stuff somewhat represents the most recent information. 3.6% of respondents very rarely represent the newest information.

Table 4.21: Trendiness : Social-Media is Very Trendy

Trendiness : Social-Media is Very Trendy					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	6	1.2	1.2	1.2
	Low	24	4.8	4.8	6.0
	Medium	191	38.2	38.2	44.2
	High	174	34.8	34.8	79.0
	Very High	105	21.0	21.0	100.0
	Total	500	100.0	100.0	

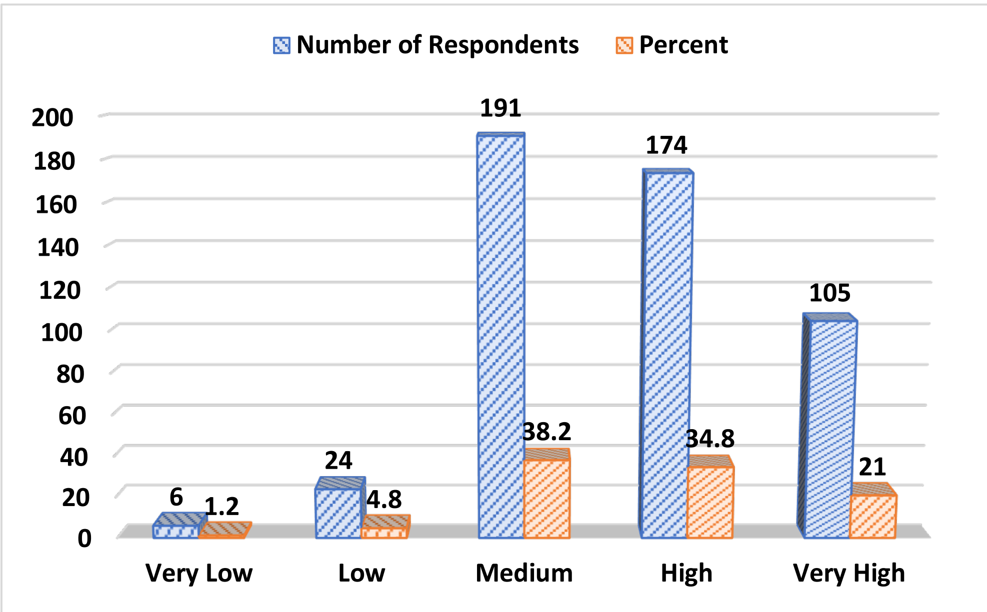

Figure 4.20: Trendiness: Social-Media is Very Trendy

According to the majority of respondents, 55.8% of them considered it high to very high. This underlines the importance of social media platforms as essential ways for connecting with a market that values current trends and remaining up-to-date for businesses, marketers, and influencers, while 38.2% of respondents consider social media to be moderately trendy. Only

6.0% of respondents distinguish social media as very rarely trendy. The overall data indicates that a large proportion of surveyed individuals recognize social media as trendy.

Table 4.22: Customization: Social-Media Offer

Customization: Social-Media Offer a Customized Information Search					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	36	7.2	7.2	7.2
	Low	10	2.0	2.0	9.2
	Medium	140	28.0	28.0	37.2
	High	140	28.0	28.0	65.2
	Very High	174	34.8	34.8	100.0
	Total	500	100.0	100.0	

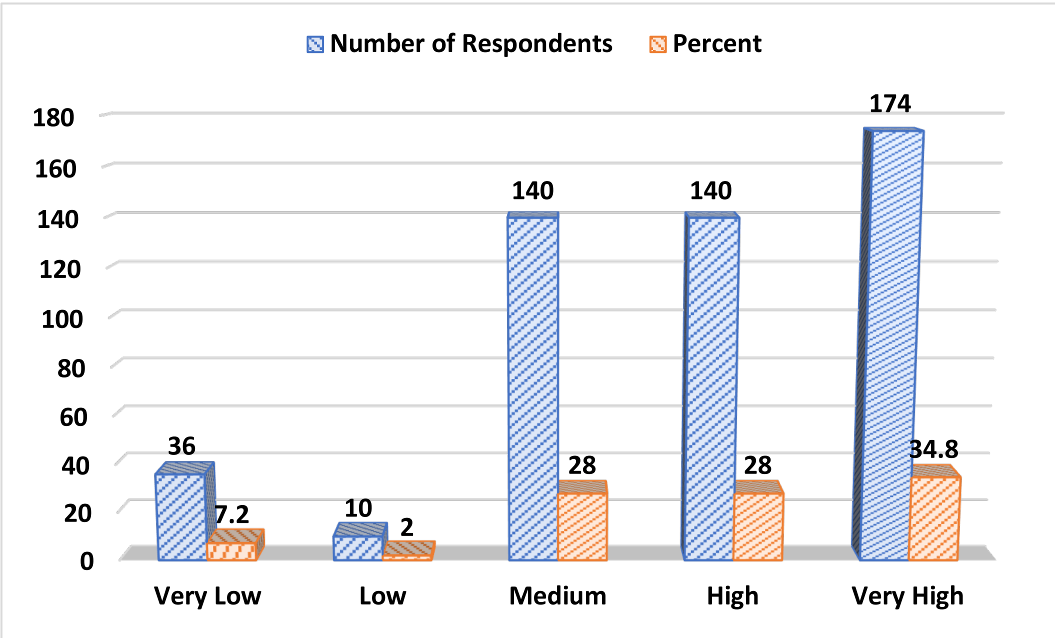

Figure 4.21: Customization: Social-Media Offer

The majority of respondents (62.8%) consider social media to have high to very high customization options. Most individuals believe social media offers high to very high levels of customization choices, showing that people often expect large levels of modification while looking for content on social media. 28.0% of respondents consider social media to provide moderate customization options. Only 9.2% of respondents believe social media offers minimal customization. In conclusion, the study confirms the common opinion that social media platforms offer choices for information search customization, with a significant proportion of users expecting a high level of customization in their online interactions.

Table 4.23: Customization: Social-Media Provide Customized Service

Customization: Social-Media Provide Customized Service					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	16	3.2	3.2	3.2
	Low	52	10.4	10.4	13.6
	Medium	109	21.8	21.8	35.4
	High	219	43.8	43.8	79.2
	Very High	104	20.8	20.8	100.0
	Total	500	100.0	100.0	

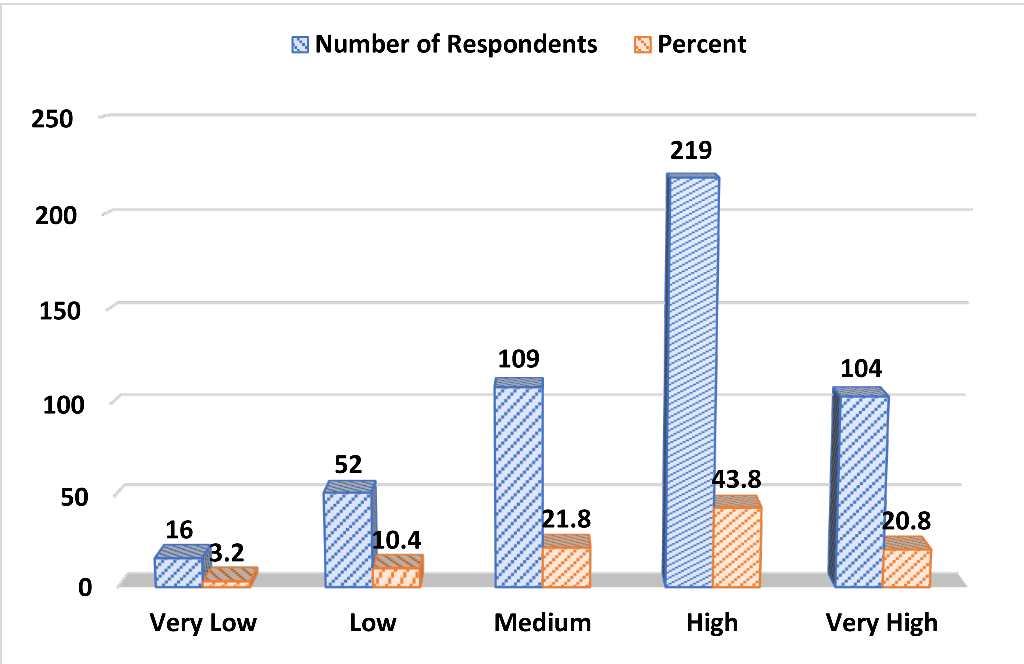

Figure 4.22: Customization: Social-Media Provide Customized Service

The majority of respondents (64.6%) consider social media platforms to offer very high customization in services. 21.8% consider social media platforms to offer moderate customization. Only 13.6% of respondents consider social media platforms to offer very limited or low-level customized services. This data indicates that the majority of the people surveyed consider social media sites to offer a high level of customized services.

Table 4.24: Word of Mouth: Pass Information on Brand, Product or Services

Word of Mouth: Pass Information on Brand, Product or Services					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	35	7.0	7.0	7.0
	Low	28	5.6	5.6	12.6
	Medium	148	29.6	29.6	42.2
	High	191	38.2	38.2	80.4
	Very High	98	19.6	19.6	100.0
	Total	500	100.0	100.0	

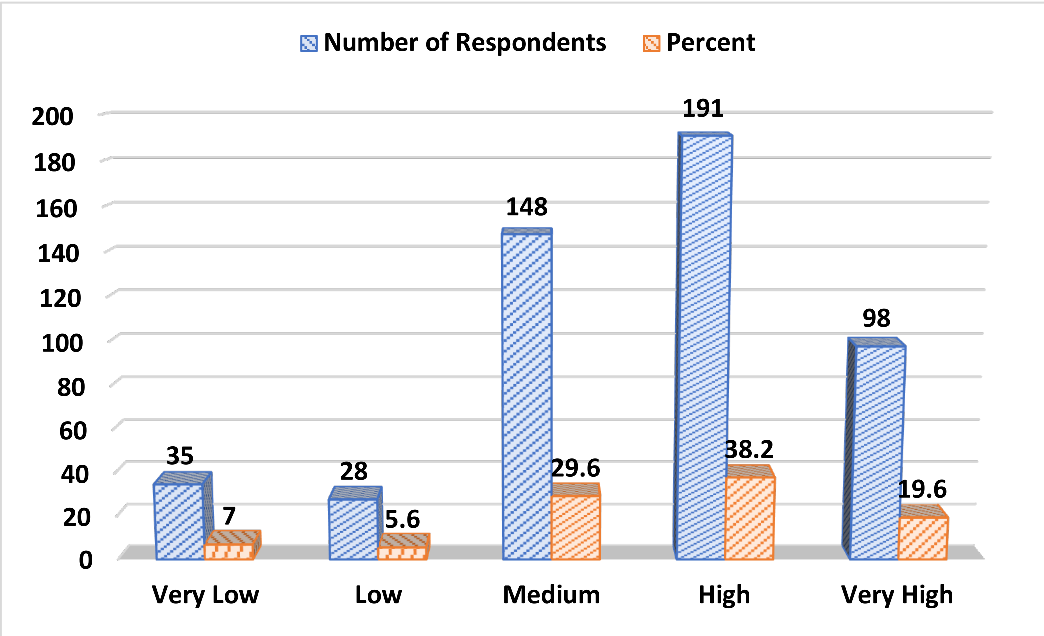

Figure 4.23: Word of Mouth: Pass Information on Brand, Product or Services

The majority of respondents (57.8%) engaging in word-of-mouth, frequently passing information about brands, products or services. 29.6% of respondents moderately engaged in word-of-mouth, sharing information about brands, products. Only 12.6% respondents rarely passing information about brands, services. This data shows the importance of word-of-mouth marketing. Customers who actively share good information about their experiences may be a strong tool for companies to improve their brand reputation and bring in new customers

Table 4.25: Word of Mouth: Upload Content on Blogs

Word of Mouth: Upload Content on Blogs					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	6	1.2	1.2	1.2
	Low	13	2.6	2.6	3.8
	Medium	112	22.4	22.4	26.2
	High	287	57.4	57.4	83.6
	Very High	82	16.4	16.4	100.0
	Total	500	100.0	100.0	

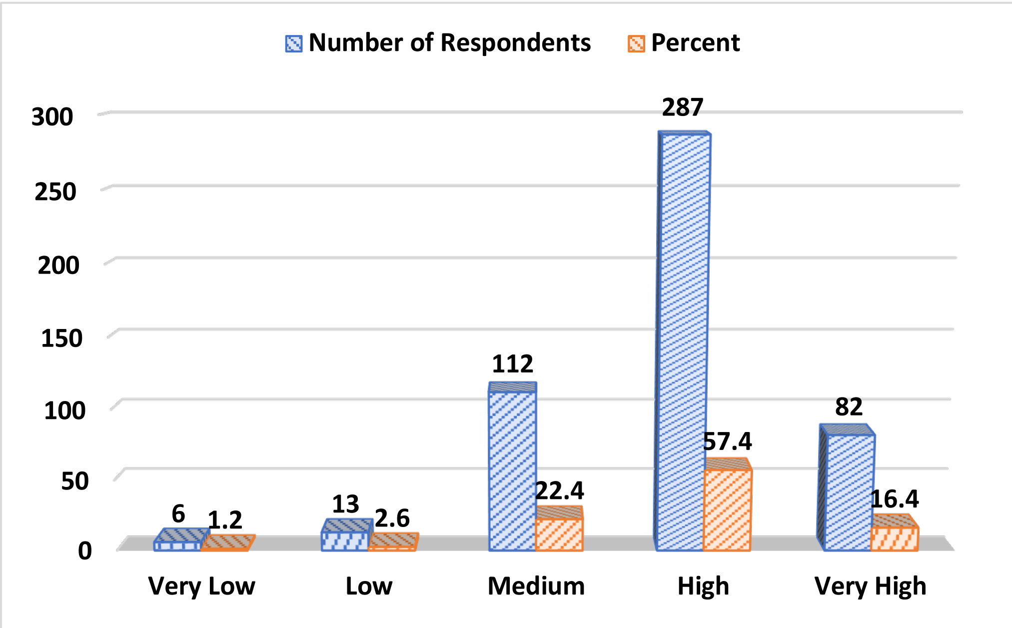

Figure 4.24: Word of Mouth: Upload Content on Blogs

The majority of respondents (73.8%) actively upload content to blogs as a form of word-of-mouth activity. 22.4% of respondents moderately engage in uploading content to blogs to share information. Only 3.8% rarely upload content on blogs as a form of word-of-mouth activity. This data shows the importance of blogging as a word-of-mouth marketing strategy. By creating unique and meaningful blog material, both companies and individuals may take advantage of this trend, increase their online presence, and connect with more people.

5.5 Factors related to Brand Awareness:

Table 4.26: Brand Awareness: Awareness of Particular Hotel brand

Brand Awareness: Awareness of Particular Hotel brand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	6	1.2	1.2	1.2
	Low	13	2.6	2.6	3.8
	Medium	166	33.2	33.2	37.0
	High	237	47.4	47.4	84.4
	Very High	78	15.6	15.6	100.0
	Total	500	100.0	100.0	

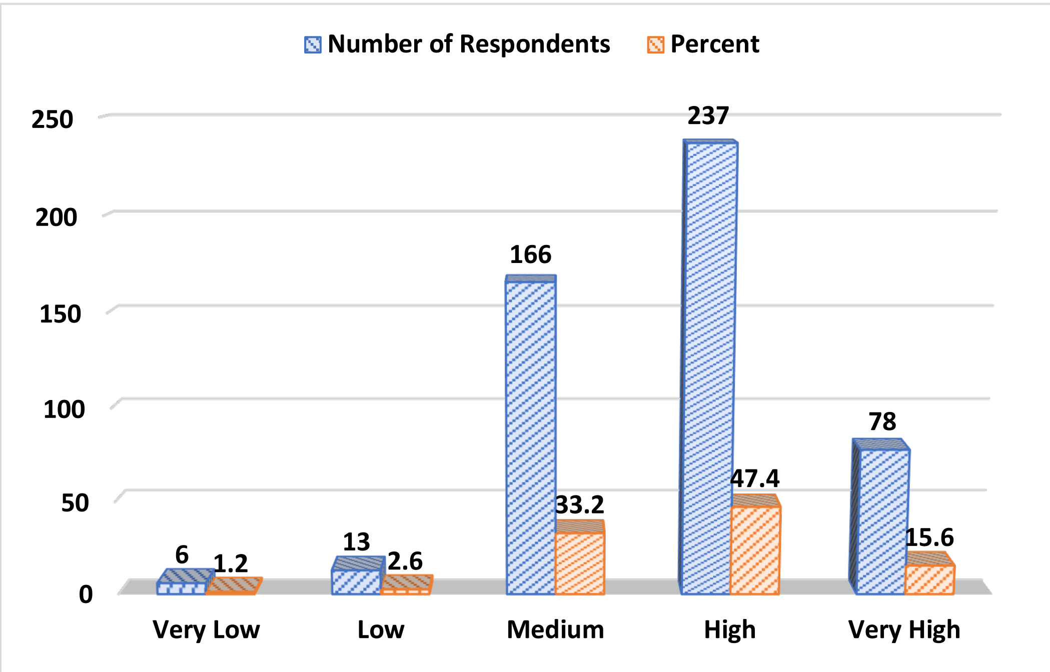

Figure 4.25: Brand Awareness: Awareness of Particular Hotel brand

3.8% of respondents have low to very low awareness of hotel brands. 33.2% of respondents have a medium level of awareness. 47.4% of respondents have a high level of awareness. 15.6% of respondents have very high awareness. This data implies that the majority of respondents have medium to high awareness of the hotel brand, with a significant portion falling into the "high awareness category". This information could be valuable for hotel brands marketing and advertising strategies.

Table 4.27: Brand Awareness: Features of Particular Brand Come to Individuals Mind Quickly

Brand Awareness: Features of Particular Brand Come to Individuals Mind Quickly					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	6	1.2	1.2	1.2
	Low	13	2.6	2.6	3.8
	Medium	146	29.2	29.2	33.0
	High	216	43.2	43.2	76.2
	Very High	119	23.8	23.8	100.0
	Total	500	100.0	100.0	

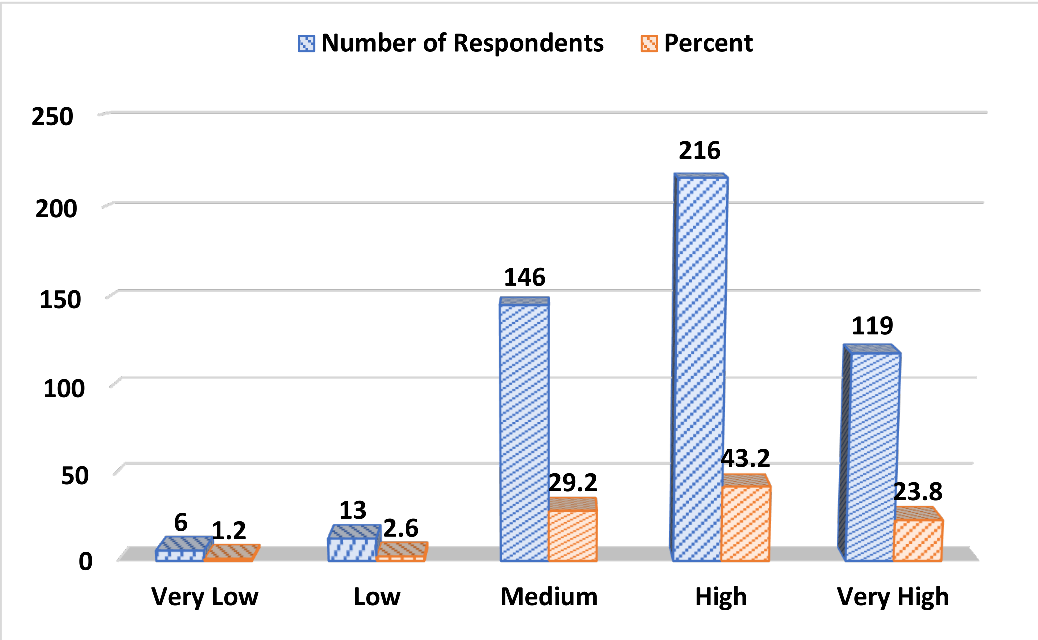

Figure 4.26: Brand Awareness: Features of Particular Brand Come to Individuals Mind Quickly

The majority of respondents (43.2%) find it easy to associate specific features with the brand. 29.2% of respondents find it moderately easy to associate specific features with the brand. 23.8% of respondents find it very easy to associate specific features with the brand. 3.8% of respondents find it very difficult to associate specific features with brands. The above data suggests that the brand has considerable presence in the minds of the respondents. One can easily connect features with the brand. This makes it beneficial for brands marketing and advertising strategies.

Table 4.28: Brand Awareness: Recall the Symbol or Logo of Particular Brand

Brand Awareness: Recall the Symbol or Logo of Particular Brand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	20	4.0	4.0	4.0
	Low	13	2.6	2.6	6.6
	Medium	145	29.0	29.0	35.6
	High	255	51.0	51.0	86.6
	Very High	67	13.4	13.4	100.0
	Total	500	100.0	100.0	

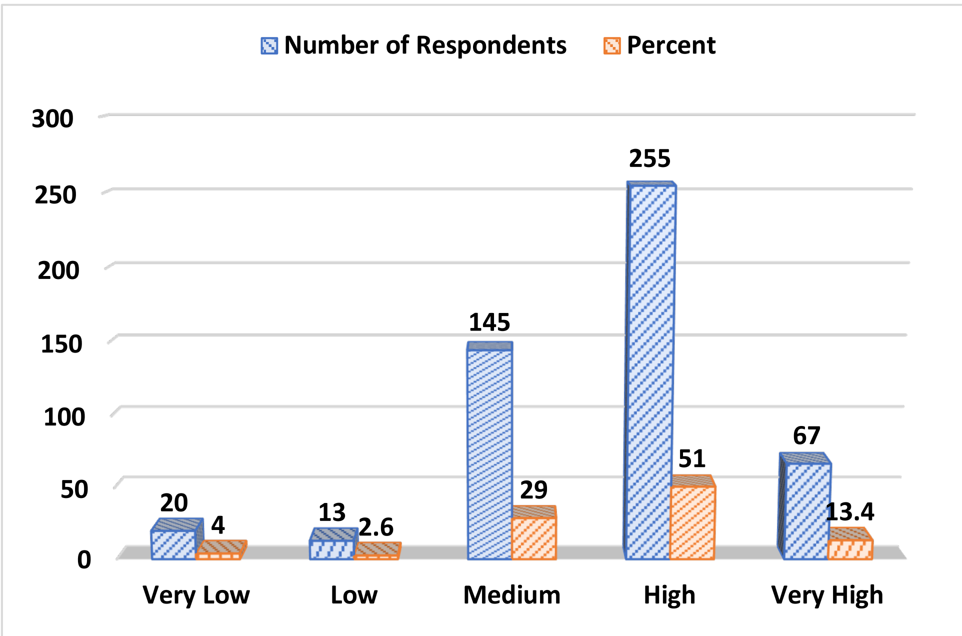

Figure 4.27: Brand Awareness: Recall the Symbol or Logo of Particular Brand

The majority of respondents (51.0%) have a high ability to recall symbol or logo of particular brand.6.6% of respondents have low to very low ability to recall the brand symbol or logo.29.0% have a moderate ability to recall the brand symbol or logo. 13.4% of respondents have a very high ability to recall symbol or logo. This data implies that majority of person can recognize particular brand by its characteristics i.e. Logo or symbol and that helps consumer to make familiar with particular brand.

5.6 Factors Related to Brand Image:

Table 4.29: Brand Image: Leading Hotel

Brand Image: Leading Hotel					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	6	1.2	1.2	1.2
	Low	6	1.2	1.2	2.4
	Medium	119	23.8	23.8	26.2
	High	281	56.2	56.2	82.4
	Very High	88	17.6	17.6	100.0
	Total	500	100.0	100.0	

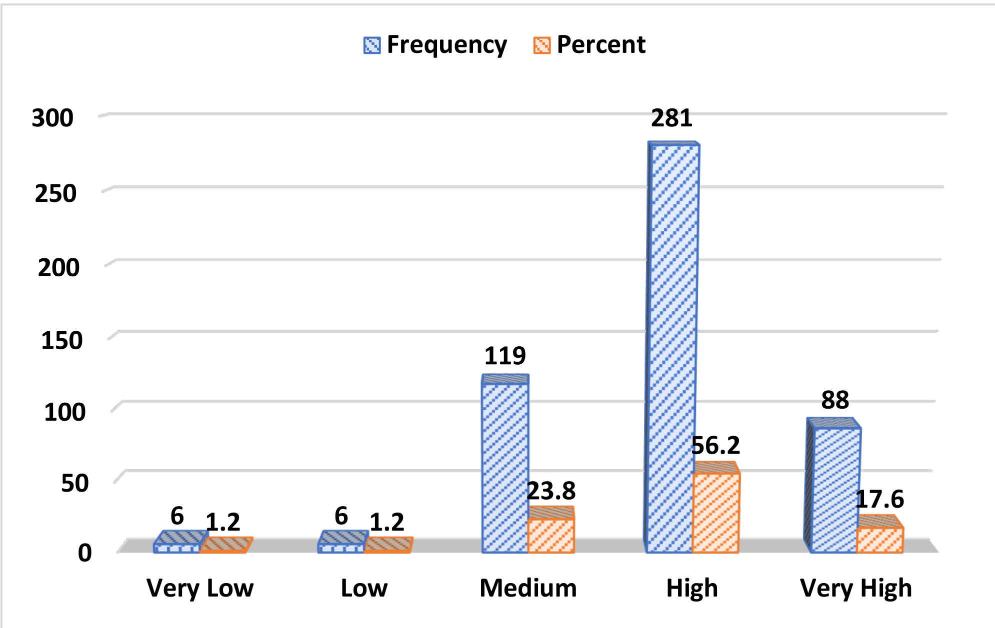

Figure 4.28: Brand Image: Leading Hotel

The majority of respondents (56.2%) consider the brand image to be high. It has a positive perception of the hotel's brand image. 23.8% of respondents have a moderate perception of a hotel's brand image. 17.6% of respondents have an excellent perception of the hotel's brand image. 2.4% of respondents have a negative perception of the hotel's brand image. The data implies that the majority of respondents have favourable perceptions of the leading hotel brand image. It helps them strengthen their branding strategy to further enhance their image among potential customers.

Table 4.30: Brand Image: Extensive Experience

Brand Image: Extensive Experience					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	6	1.2	1.2	1.2
	Low	43	8.6	8.6	9.8
	Medium	124	24.8	24.8	34.6
	High	250	50.0	50.0	84.6
	Very High	77	15.4	15.4	100.0
	Total	500	100.0	100.0	

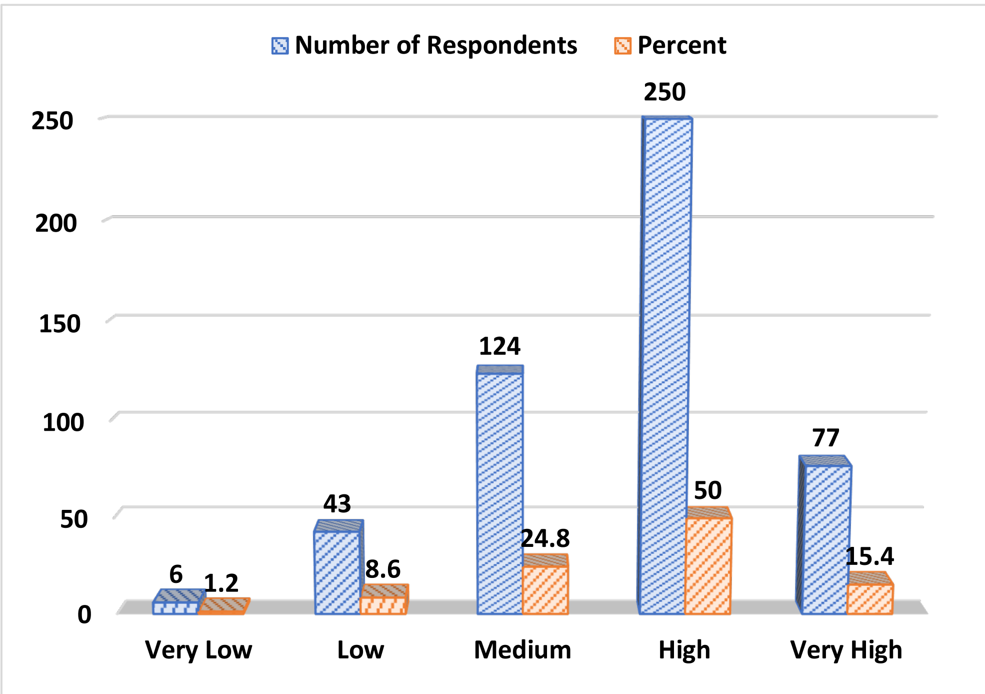

Figure 4.29: Brand Image: Extensive Experience

The majority of respondents (50.0%) consider brand extensive experience to be very high. This suggests that half of the respondents have a positive perception of the brand's extensive experience. 24.8% of respondents consider brands with extensive experience as medium. 15.4% of respondents consider brand extensive experience to be very high. Only 9.8% of respondents have a highly negative perception of brand experience. The data implies that the majority of respondents have a positive perception of the brand's extensive experience, which indicates a strong brand image in terms of a long and established track record.

Table 4.31: Brand Image: Representative of the Hotel Industry

Brand Image: Representative of the Hotel Industry					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	6	1.2	1.2	1.2
	Low	13	2.6	2.6	3.8
	Medium	112	22.4	22.4	26.2
	High	272	54.4	54.4	80.6
	Very High	97	19.4	19.4	100.0
	Total	500	100.0	100.0	

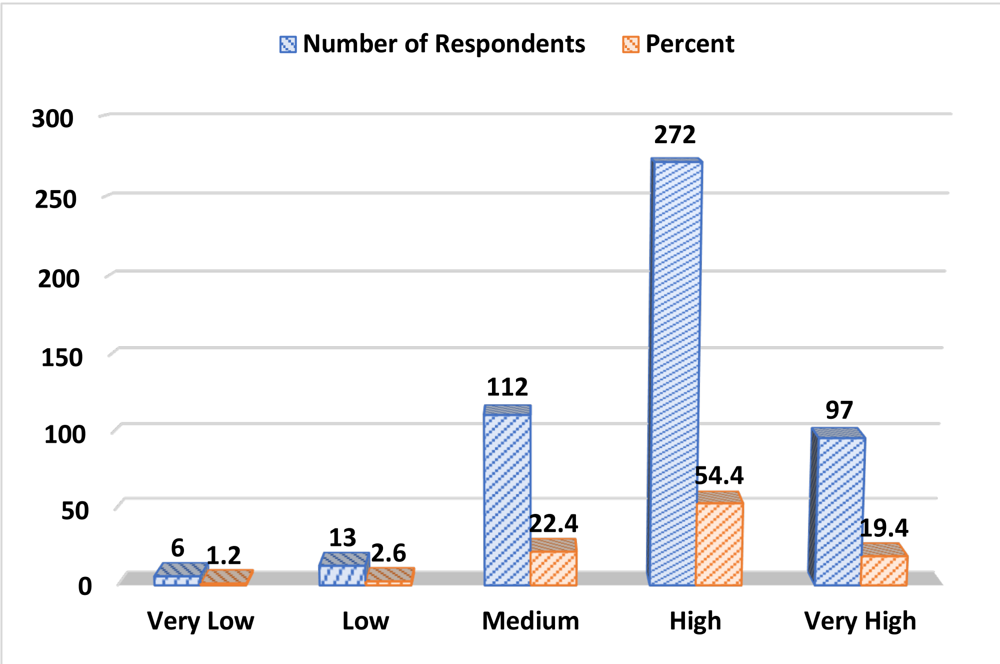

Figure 4.30: Brand Image: Representative of the Hotel Industry

The majority of respondents (54.4%) acknowledge that hotels have a positive brand image. It implies that hotels are putting a lot of effort into enhancing their positive image and may do so in future marketing initiatives. Only 3.8% of respondents rated the brand image as low or very low. 22.4% of respondents rated the brand image of hotels as medium. This suggests that hotels with medium and low ratings should work on their marketing strategies to improve their brand image. A significant portion of respondents (19.4%) rated the brand image as very high. The overall data suggests that most hotels have a good brand image, which gives them an edge in the hotel industry.

Table 4.32: Brand Image: Customer-Oriented Hotel

Brand Image: Customer-Oriented Hotel					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	17	3.4	3.4	3.4
	Low	6	1.2	1.2	4.6
	Medium	141	28.2	28.2	32.8
	High	242	48.4	48.4	81.2
	Very High	94	18.8	18.8	100.0
	Total	500	100.0	100.0	

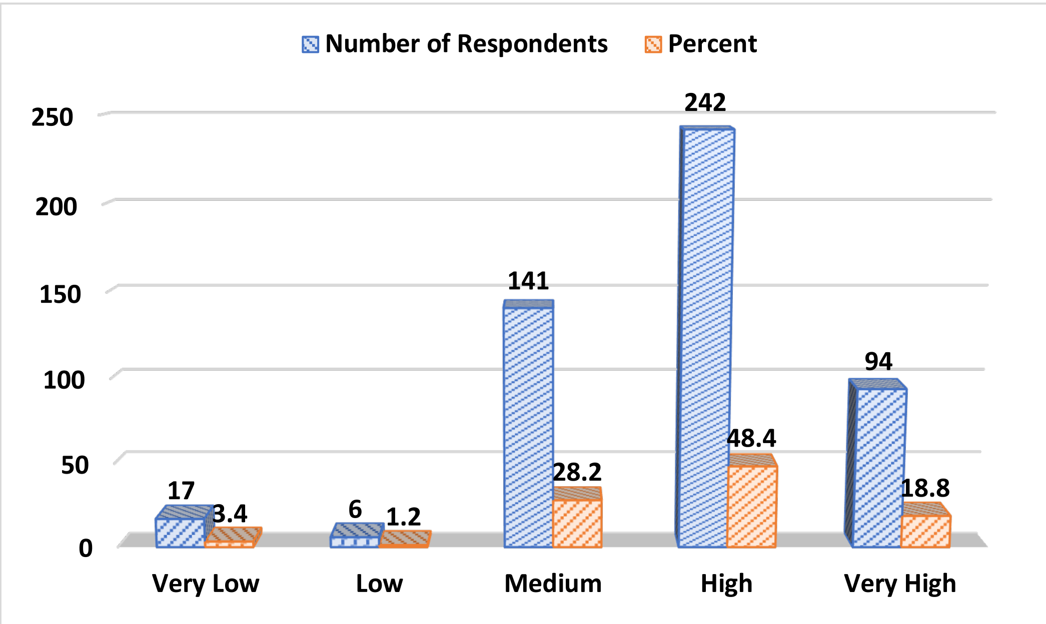

Figure 4.31: Brand Image: Customer-Oriented Hotel

The majority of respondents (48.4%) consider hotels to have a high customer-oriented image. 28.2% of respondents consider hotels to have a moderately customer-oriented image. 18.8% of respondents consider hotels to have a very customer-oriented image. Only 4.6% of respondents consider the hotels to have a very low customer-oriented image. The data implies that the majority of consumers rate the hotels customer-oriented as high or very high, suggesting that they are successful in establishing a favourable brand image. This could be considered hotel strength.

5.7 Factors Related to Brand Preferences:

Table 4.33: Brand Preference: Prefer to Purchase Particular Brand

Brand Preference: Prefer to Purchase Particular Brand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	6	1.2	1.2	1.2
	Low	13	2.6	2.6	3.8
	Medium	269	53.8	53.8	57.6
	High	109	21.8	21.8	79.4
	Very High	103	20.6	20.6	100.0
	Total	500	100.0	100.0	

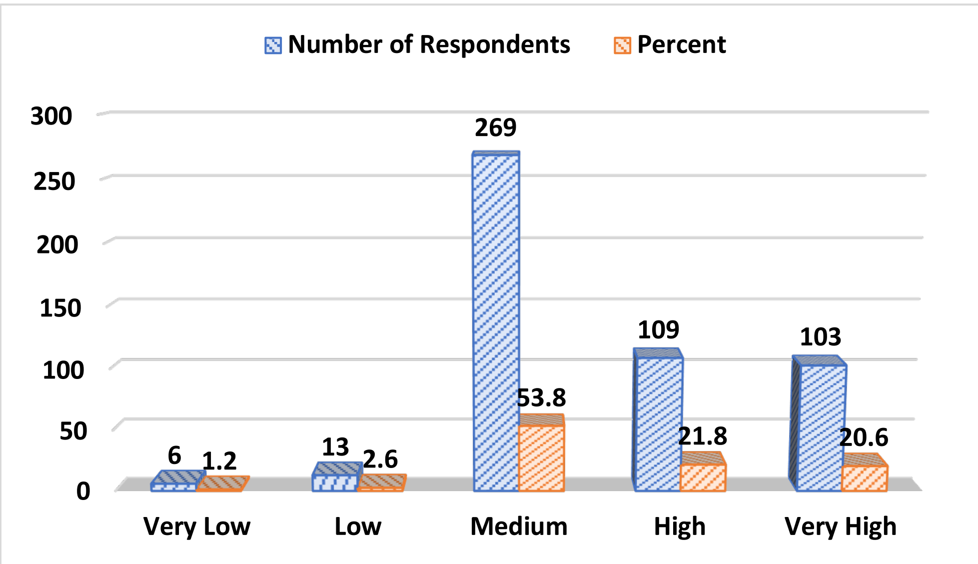

Figure 4.32: Brand Preference: Prefer to Purchase Particular Brand

The majority of customers (53.8% with medium preference,21.8% with high preference, and 20.6% with very high preference) prefer to purchase specific brand. This suggests that the majority of the customer base has a strong brand preference and strong brand loyalty within the market. Only 3.8% have a low preference to purchase a specific brand. Since very few consumers have very low preferences, there is room for development. By talking to these consumers and getting to know their preferences and worries, the company may be able to gain insight into areas for improvement and win their loyalty.

Table 4.34: Brand Preference: Purchase the Brand

Brand Preference: Purchase the Brand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	6	1.2	1.2	1.2
	Low	13	2.6	2.6	3.8
	Medium	114	22.8	22.8	26.6
	High	233	46.6	46.6	73.2
	Very High	134	26.8	26.8	100.0
	Total	500	100.0	100.0	

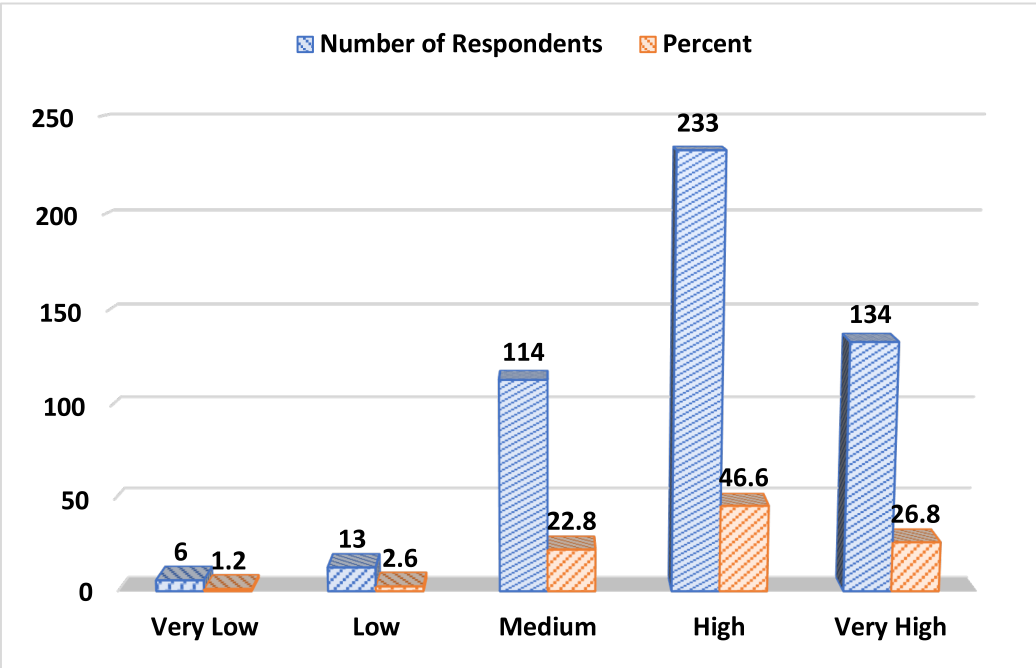

Figure 4.33: Brand Preference: Purchase the Brand

The majority of respondents (46.6%) are likely to buy the brand. This indicates strong trust in the brand, and it has a strong position in the market. 22.8% of respondents have a medium likelihood; this suggests that by addressing some issues, i.e., price-related, product features, this group may become consumers with high or very high buy intent. 26.8% of total respondents are very likely to buy the brand, and 3.8% of respondents are very unlikely to purchase the brand. Low purchase intent is due to high pricing, lack of awareness, etc. By exploring the reason behind it, we can improve the buy intent.

Table 4.35: Willingness to Pay a Premium Price

Willingness to Pay a Premium Price					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	6	1.2	1.2	1.2
	Low	58	11.6	11.6	12.8
	Medium	138	27.6	27.6	40.4
	High	225	45.0	45.0	85.4
	Very High	73	14.6	14.6	100.0
	Total	500	100.0	100.0	

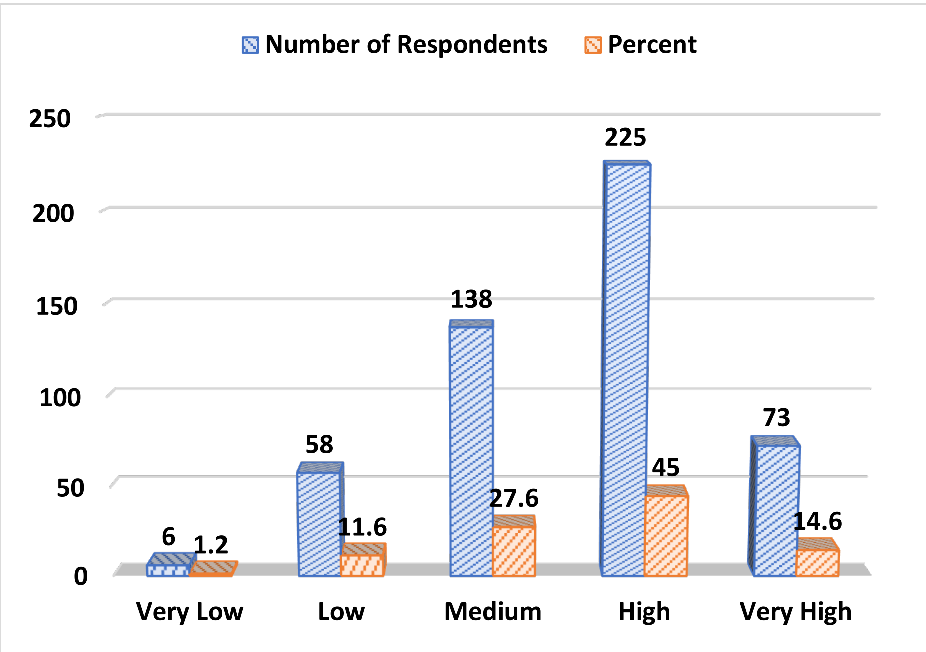

Figure 4.34: Willingness to Pay a Premium Price

The majority of respondents (45.0%) are willing to pay a premium price for a product or service. This indicates that the market values products and services highly and is willing to invest more in them. 27.6% of respondents have a moderate willingness to pay a premium price. Only 12.8% of respondents are very unwilling to pay a premium price. Through targeted marketing or product or service enhancement, one can convert low-willing groups into higher categories. 14.6% have a very high willingness to pay a premium price.

5.8 Factors Related to Brand Loyalty:

Table 4.36: Brand Loyalty: Suggest Particular Brand to Other Consumers

Brand Loyalty: Suggest Particular Brand to Other Consumers					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	18	3.6	3.6	3.6
	Low	6	1.2	1.2	4.8
	Medium	155	31.0	31.0	35.8
	High	224	44.8	44.8	80.6
	Very High	97	19.4	19.4	100.0
	Total	500	100.0	100.0	

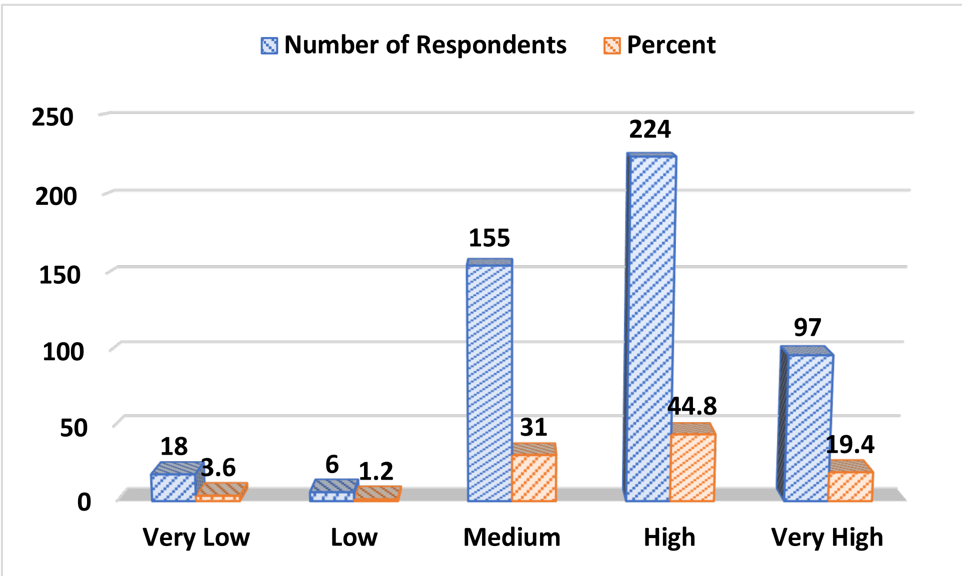

Figure 4.35: Brand Loyalty: Suggest Particular Brand to Other Consumers

The majority of respondents (64.2% of the total sample) have a high to very high likelihood of suggesting the brand to other consumers. This indicates strong brand loyalty and positive brand perception. 31.0% of respondents have a moderate likelihood of recommending the brand, while 4.8% of respondents are very unlikely to suggest the brand to other consumers. It indicates that by understanding the concerns of users, we can improve products, services, or customer support to increase brand loyalty.

Table 4.37: Brand Loyalty: Recommend Particular Brand to Friends & Relatives

Brand Loyalty: Recommend Particular Brand to Friends & Relatives					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	22	4.4	4.4	4.4
	Low	9	1.8	1.8	6.2
	Medium	87	17.4	17.4	23.6
	High	258	51.6	51.6	75.2
	Very High	124	24.8	24.8	100.0
	Total	500	100.0	100.0	

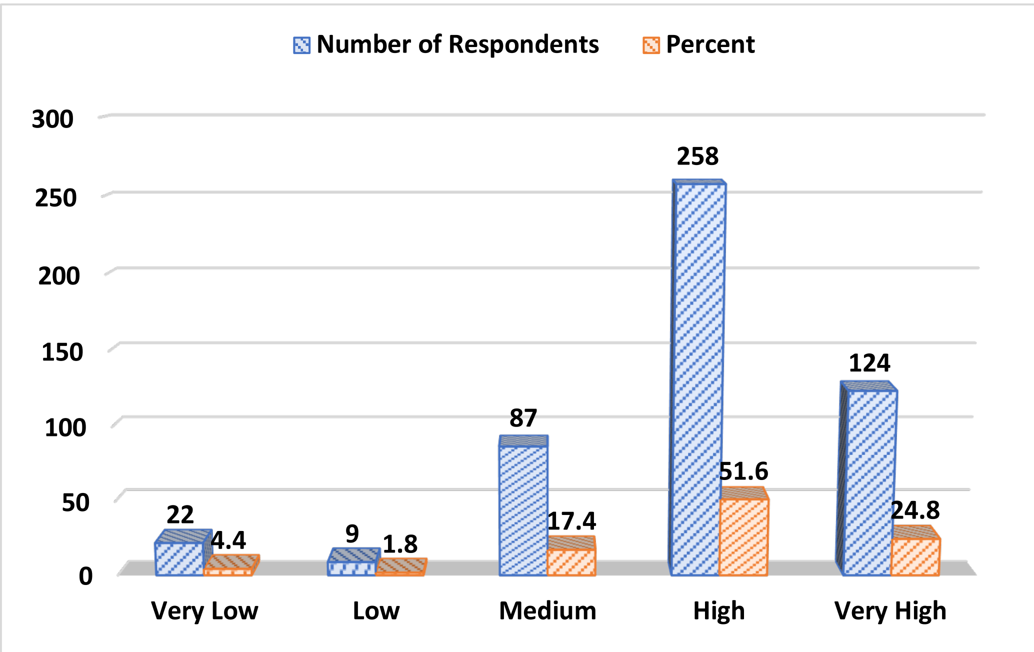

Figure 4.36: Brand Loyalty: Recommend Particular Brand to Friends & Relatives

The majority of users (93.8%) have medium to very high brand loyalty, indicating that they are likely to recommend the brand to their friends and relatives. This group represents very loyal customers who are likely to promote the brand among their social connections. Only 6.2% reported low to very low brand loyalty, which indicates customers are dissatisfied with the brand and do not need to promote it to their friends and relatives.

Table 4.38: Brand Loyalty: Regularly Visit Particular Brand

Brand Loyalty: Regularly Visit Particular Brand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	8	1.6	1.6	1.6
	Low	21	4.2	4.2	5.8
	Medium	107	21.4	21.4	27.2
	High	251	50.2	50.2	77.4
	Very High	113	22.6	22.6	100.0
	Total	500	100.0	100.0	

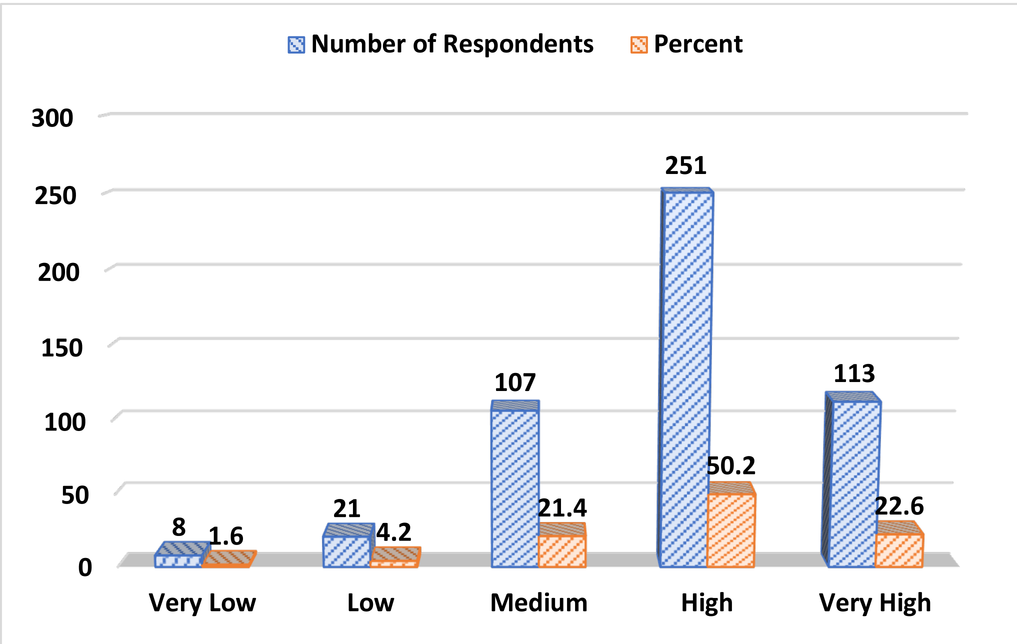

Figure 4.37: Brand Loyalty: Regularly Visit Particular Brand

The majority of respondents (94.2%) reported medium to very high brand loyalty, indicating customers visit a particular brand more frequently or regularly. The group represents more loyal customers who visit on occasion, regularly, or more frequently. Only 5.8% reported low to very low brand loyalty, which indicates customers are dissatisfied with the brand. The low brand loyalty indicates areas where the brand could improve to increase customer satisfaction and loyalty and to increase more frequent visits.

Table 4.39: Brand Loyalty: Satisfied with Particular Brand After Every Visit

Brand Loyalty: Satisfied with Particular Brand After Every Visit					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	14	2.8	2.8	2.8
	Low	22	4.4	4.4	7.2
	Medium	124	24.8	24.8	32.0
	High	260	52.0	52.0	84.0
	Very High	80	16.0	16.0	100.0
	Total	500	100.0	100.0	

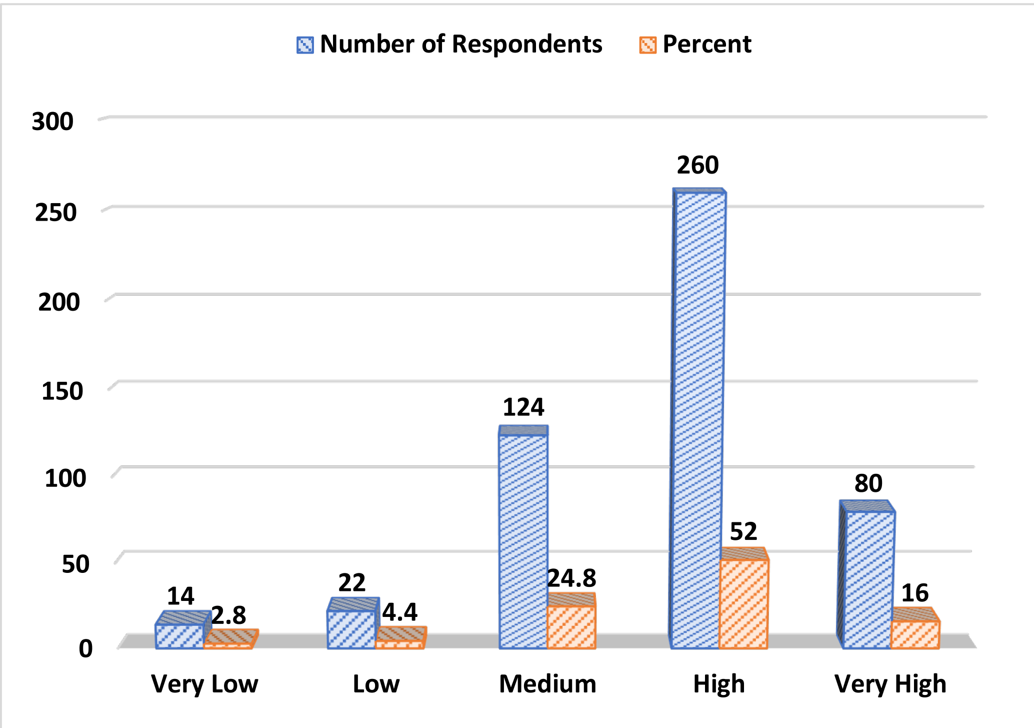

Figure 4.38: Brand Loyalty: Satisfied with Particular Brand After Every Visit

The majority of respondents (92.8%) reported medium to very high brand loyalty, indicating considerable satisfaction with the brand following each visit. However, a smaller group (7.2%) reported low to very low brand loyalty, which indicates customers are dissatisfied with the brand. The low brand loyalty indicates areas where the brand could improve to increase customer satisfaction and loyalty.

Table 4.40: Brand Loyalty : Particular Type of Brand be My First Choice

Brand Loyalty : Particular Type of Brand be My First Choice					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	3	.6	.6	.6
	Low	21	4.2	4.2	4.8
	Medium	113	22.6	22.6	27.4
	High	249	49.8	49.8	77.2
	Very High	114	22.8	22.8	100.0
	Total	500	100.0	100.0	

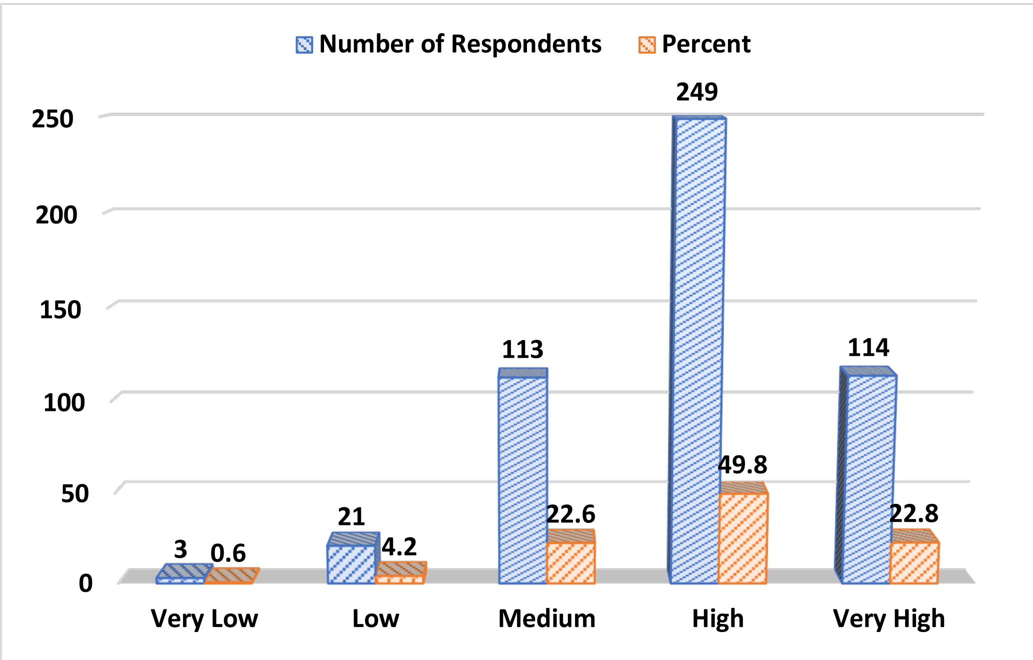

Figure 4.39: Brand Loyalty : Particular Type of Brand be My First Choice

The majority of users surveyed (95.2%) had medium to very high brand loyalty, which indicates a strong preference for a particular brand. Users are more loyal to the brand, and the brand also has a loyal customer base. Only 4.8% of users have low to very low brand loyalty, indicating that brands need to work on some areas to increase their customer loyalty.

Table 4.41: SMME : Social Media Marketing Efforts

SMME					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	6	1.2	1.2	1.2
	Low	6	1.2	1.2	2.4
	Medium	124	24.8	24.8	27.2
	High	287	57.4	57.4	84.6
	Very High	77	15.4	15.4	100.0
	Total	500	100.0	100.0	

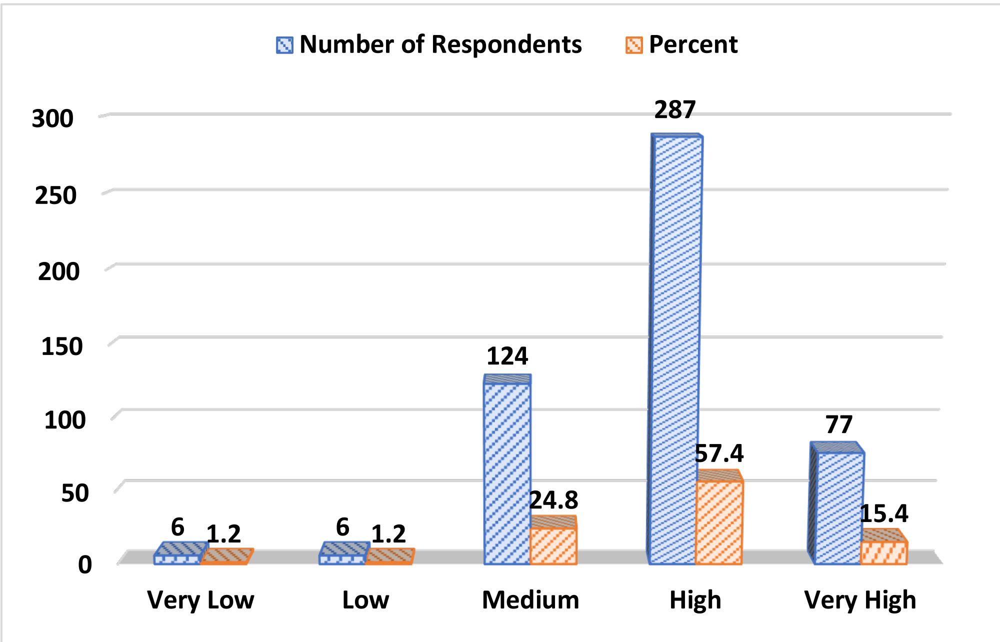

Figure 4.40: SMME : Social Media Marketing Efforts

The majority of SMMEs surveyed (82.2%) are moderately to highly satisfied with their current situation. This understanding can be beneficial for businesses, encouraging them to invest in social media marketing strategies. Only 2.4% of SMMEs have low satisfaction levels. This is a small but noticeable portion of SMMEs that are highly dissatisfied with their current situation.

They have very low performance levels. There are some areas that need improvement to enhance their current situation. 15.4% of respondents fall into the very high category. While not the majority, they have exceptionally high-performance levels.

5.9 Social Media Marketing and Traditional Channels:

$H_0$1: Social media marketing is not preferred by hoteliers over traditional channels of marketing.

H_a1: Social media marketing is preferred by hotelier over traditional channels of marketing.

In order to test the above-mentioned null hypothesis which states that social media marketing is not preferred by hoteliers over traditional channels of marketing, T-test was being applied and the results are shown below in the tables one sample statistics and one sample test.

Table 4.42: One-Sample Statistics

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
SMM Preference Over Traditional	500	3.5060	1.52533	.06821

Table 4.43: One-Sample Test

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference: Lower	95% Confidence Interval of the Difference: Upper
SMM Preference Over Traditional	51.397	499	.000	3.50600	3.3720	3.6400

The calculated t-test value is found to be 51.397 at 499 degrees of freedom with mean difference of 3.506 and having corresponding p-value of 0.000 and as the p-value (Sig.) is found to be lower than the standard alpha value of 0.05 confirms that the null hypothesis $H_0$1 is being rejected. So, it can be interpretated that social media marketing is preferred by hotelier over traditional channels of marketing. The finding suggests a strong and positive inclination towards SMM, indicating that the respondents, on average, express a clear preference for social media as a marketing channel over traditional methods.

5.10 Social Media and Brand Building:

The dependency between social media marketing efforts and brand building is being expressed in the form of hypothesis as mentioned below:

$H_0$2: There is no positive impact of social media on brand building of hotel.

H_a2: There is positive impact of social media on brand building of hotel.

The hypothesis H2 is being further categorized into sub hypotheses based on various brand building aspects.

5.10.1 SMME and Awareness of Particular Hotel brand:

$H_0$2.1: There is no positive impact of social media on brand building aspect awareness of particular hotel brand.

H_a2.1: There is positive impact of social media on brand building aspect awareness of particular hotel brand.

Table 4.44: Brand Awareness Aspect Awareness of Particular Hotel brand : Crosstabulation

Crosstabulation							
		Brand Awareness Aspect Awareness of Particular Hotel brand					
		Very Low	Low	Medium	High	Very High	Total
SMME	Very Low	6	0	0	0	0	6
	Low	0	6	0	0	0	6
	Medium	0	0	124	0	0	124
	High	0	7	42	237	1	287
	Very High	0	0	0	0	77	77
Total		6	13	166	237	78	500

To test the hypothesis $H_0$2.1 the Chi-Square test was being applied which finds the dependency between social media marketing efforts and awareness of particular brand.

Table 4.44: Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1535.847[a]	16	.000
Likelihood Ratio	842.256	16	.000
Linear-by-Linear Association	396.586	1	.000
N of Valid Cases	500		

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1535.847 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0 2.1$ is being rejected and further interprets that there is a positive impact of social media on brand building aspect awareness of particular hotel brand.

5.10.2 SMME and Features of Particular Brand:

$H_0 2.2$: There is no positive impact of social media on brand building aspect features of particular hotel brand.

$H_a 2.2$: There is positive impact of social media on brand building aspect features of particular hotel brand.

Table 4.45: Brand Awareness & Features of Particular Brand: Crosstabulation

Crosstabulation							
		Brand Awareness Aspect Features of Particular Brand that Come to Individuals Mind Quickly					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	6	0	0	0	6
	Medium	0	0	124	0	0	124
	High	0	7	22	216	42	287
	Very High	0	0	0	0	77	77
Total		6	13	146	216	119	500

To test the hypothesis $H_0 2.2$ the Chi-Square test was being applied which finds the dependency between social media marketing efforts and features of particular hotel brand.

Table 4.46: Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1393.430[a]	16	.000
Likelihood Ratio	762.444	16	.000
Linear-by-Linear Association	371.906	1	.000
N of Valid Cases	500		
a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .07.			

Accordingly the Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1393.430 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0 2.2$ is being rejected and further interprets that there is positive impact of social media on brand building aspect features of particular hotel brand. Social media allows hotels to engage with their audience, share visual content, receive feedback, and create a more personalized connection with potential customers. Positive comments and interactions on social media can contribute to a favourable perception of the hotel brand, influencing potential guests' decisions.

5.10.3 SMME and Recall the Symbol or Logo of Particular Brand:

$H_0 2.3$: There is no positive impact of social media on brand building aspect recall the symbol or logo of particular brand.

$H_a 2.3$: There is positive impact of social media on brand building aspect recall the symbol or logo of particular brand.

Table 4.47: Brand Awareness Aspect Recall the Symbol or Logo of Particular Brand : Crosstabulation

Crosstabulation							
		Brand Awareness Aspect Recall the Symbol or Logo of Particular Brand					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	6	0	0	0	6
	Medium	0	0	124	0	0	124
	High	14	7	11	255	0	287
	Very High	0	0	10	0	67	77
Total		20	13	145	255	67	500

To test the hypothesis $H_0 2.3$ the Chi-Square test was being applied which finds the dependency between social media marketing efforts and recall the symbol or logo of particular brand.

Table 4.48: Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1217.243[a]	16	.000
Likelihood Ratio	867.290	16	.000
Linear-by-Linear Association	261.543	1	.000
N of Valid Cases	500		
a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .16.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1217.243 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0 2.3$ is being rejected and further interprets that there is positive impact of social media on brand building aspect recall the symbol or logo of particular brand.

5.10.4 SMME and Brand Image Aspect Leading Hotel:

$H_0 2.4$: There is no positive impact of social media on brand image aspect leading hotel.

$H_a 2.4$: There is positive impact of social media on brand image aspect leading hotel.

Table 4.49: Brand Image Aspect Leading Hotel : Crosstabulation

Crosstabulation							
		Brand Image Aspect Leading Hotel					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	5	1	0	0	6
	Medium	0	0	112	7	5	124
	High	0	1	6	274	6	287
	Very High	0	0	0	0	77	77
Total		6	6	119	281	88	500

To test the hypothesis $H_0 2.4$ the Chi-Square test was being applied which finds the dependency between social media marketing efforts and brand image aspect leading hotel.

Table 4.51: Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1679.309[a]	16	.000
Likelihood Ratio	847.306	16	.000
Linear-by-Linear Association	422.657	1	.000
N of Valid Cases	500		
a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .07.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1679.309 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0 2.4$ is being rejected and further interprets that there is positive impact of social media on brand image aspect leading hotel.

5.10.5 SMME and Brand Image Aspect Extensive Experience:

$H_0$2.5: There is no positive impact of social media on brand image aspect extensive experience.

H_a2.5: There is positive impact of social media on brand image aspect extensive experience.

Table 4.52: Brand Image Aspect Extensive Experience : Crosstabulation

Crosstabulation							
		Brand Image Aspect Extensive Experience					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	6	0	0	0	6
	Medium	0	0	124	0	0	124
	High	0	37	0	250	0	287
	Very High	0	0	0	0	77	77
Total		6	43	124	250	77	500

To test the hypothesis $H_0$2.5 the Chi-Square test was being applied which finds the dependency between social media marketing efforts and brand image aspect extensive experience.

Table 4.53: Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1560.773[a]	16	.000
Likelihood Ratio	1023.933	16	.000
Linear-by-Linear Association	320.330	1	.000
N of Valid Cases	500		
a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .07.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1560.773 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0$2.5 is being rejected and further interprets that there is positive impact of social media on brand image aspect extensive experience.

5.10.6 SMME and Brand Image Aspect Representative of the Hotel Industry:

$H_0$2.6: There is no positive impact of social media on brand image aspect representative of the hotel industry.

H_a2.6: There is positive impact of social media on brand image aspect representative of the hotel industry.

Table 4.54: Brand Image Aspect Representative of the Hotel Industry: Crosstabulation

Crosstabulation							
		Brand Image Aspect Representative of the Hotel Industry					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	6	0	0	0	6
	Medium	0	0	112	7	5	124
	High	0	7	0	265	15	287
	Very High	0	0	0	0	77	77
Total		6	13	112	272	97	500

To test the hypothesis $H_0$2.6 the Chi-Square test was being applied which finds the dependency between social media marketing efforts and brand image aspect representative of the hotel industry.

Table 4.55: Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1541.454[a]	16	.000
Likelihood Ratio	854.474	16	.000
Linear-by-Linear Association	387.882	1	.000
N of Valid Cases	500		
a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .07.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1541.454 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0 2.6$ is being rejected and further interprets that there is positive impact of social media on brand image aspect representative of the hotel industry.

5.10.7 SMME and Brand Image Aspect Customer-Oriented Hotel:

$H_0 2.7$: There is no positive impact of social media on brand image aspect customer-oriented hotel.

$H_a 2.7$: There is positive impact of social media on brand image aspect customer-oriented hotel.

Table 4.56: Brand Image Aspect Customer-Oriented Hotel: Crosstabulation

Crosstabulation							
		Brand Image Aspect Customer-Oriented Hotel					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	5	1	0	0	6
	Medium	0	0	112	7	5	124
	High	11	1	28	235	12	287
	Very High	0	0	0	0	77	77
Total		17	6	141	242	94	500

To test the hypothesis $H_0 2.7$ the Chi-Square test was being applied which finds the dependency between social media marketing efforts and brand image aspect brand image aspect customer-oriented hotel.

Table 4.57: Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1217.087[a]	16	.000
Likelihood Ratio	706.344	16	.000
Linear-by-Linear Association	284.562	1	.000
N of Valid Cases	500		

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1217.087 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0$2.7 is being rejected and further interprets that there is positive impact of social media on brand image aspect customer-oriented hotel.

5.10.8 SMME and Brand Preference Aspect Prefer to Purchase Particular Brand:

$H_0$2.8: There is no positive impact of social media on brand preference aspect prefer to purchase particular brand.

H_a2.8: There is positive impact of social media on brand preference aspect prefer to purchase particular brand.

Table 4.58: Brand Preference Aspect Prefer to Purchase Particular Brand : Crosstabulation

Crosstabulation							
		Brand Preference Aspect Prefer to Purchase Particular Brand					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	5	1	0	0	6
	Medium	0	0	115	4	5	124
	High	0	8	153	105	21	287
	Very High	0	0	0	0	77	77
Total		6	13	269	109	103	500

To test the hypothesis $H_0$2.8 the Chi-Square test was being applied which finds the dependency between social media marketing efforts and on brand preference aspect prefer to purchase particular brand.

Table 4.59: Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1078.020[a]	16	.000
Likelihood Ratio	485.922	16	.000
Linear-by-Linear Association	254.954	1	.000
N of Valid Cases	500		
a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .07.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1078.020 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0$2.8 is being rejected and further interprets that there is positive impact of social media on brand preference aspect prefer to purchase particular brand.

5.10.9 SMME and Brand Preference Aspect Purchase the Brand:

$H_0$2.9: There is no positive impact of social media on brand preference aspect purchase the brand.

H_a2.9: There is positive impact of social media on brand preference aspect purchase the brand.

Table 4.60: Brand Preference Aspect Purchase the Brand : Crosstabulation

Crosstabulation							
		Brand Preference Aspect Purchase the Brand					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	6	0	0	0	6
	Medium	0	0	113	0	11	124
	High	0	7	1	233	46	287
	Very High	0	0	0	0	77	77
Total		6	13	114	233	134	500

To test the hypothesis $H_0 2.9$ the Chi-Square test was being applied which finds the dependency between social media marketing efforts and on brand preference aspect purchase the brand.

Table 4.61: Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1413.388[a]	16	.000
Likelihood Ratio	790.592	16	.000
Linear-by-Linear Association	339.668	1	.000
N of Valid Cases	500		
a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .07.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1413.388 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0 2.9$ is being rejected and further interprets that there is positive impact of social media on brand preference aspect purchase the brand.

5.10.10 SMME and Brand Preference and Willingness to Pay a Premium Price:

$H_0 2.10$: There is no positive impact of social media on brand preference and willingness to pay a premium price.

$H_a 2.10$: There is positive impact of social media on brand preference and willingness to pay a premium price.

Table 4.62: Brand Preference Aspect Willingness to Pay a Premium Price : Crosstabulation

Crosstabulation							
		Brand Preference Aspect Willingness to Pay a Premium Price					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	6	0	0	0	6
	Medium	0	0	112	7	5	124
	High	0	43	26	218	0	287
	Very High	0	9	0	0	68	77
Total		6	58	138	225	73	500

To test the hypothesis $H_0 2.10$ the Chi-Square test was being applied which finds the dependency between social media marketing efforts and on brand preference and willingness to pay a premium price.

Table 4.63: Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1272.941[a]	16	.000
Likelihood Ratio	739.811	16	.000
Linear-by-Linear Association	186.706	1	.000
N of Valid Cases	500		
a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .07.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1272.941 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0 2.10$ is being rejected and further interprets that there is positive impact of social media on brand preference and willingness to pay a premium price.

5.10.11 SMME and Brand Loyalty Aspect Suggest Particular Brand to Other Consumers:

$H_0$2.11: There is no positive impact of social media on brand loyalty aspect suggest particular brand to other consumers.

H_a2.11: There is positive impact of social media on brand loyalty aspect suggest particular brand to other consumers.

Table 4.64: Brand Loyalty Aspect Suggest Particular Brand to Other Consumers : Crosstabulation

Crosstabulation							
		Brand Loyalty Aspect Suggest Particular Brand to Other Consumers					
		Very Low	Low	Medium	High	Very High	Total
SMME	Very Low	6	0	0	0	0	6
	Low	0	5	1	0	0	6
	Medium	0	0	119	0	5	124
	High	11	1	23	224	28	287
	Very High	1	0	12	0	64	77
Total		18	6	155	224	97	500

To test the hypothesis $H_0$2.11 the Chi-Square test was being applied which finds the dependency between social media marketing efforts and on brand loyalty aspect suggest particular brand to other consumers.

Table 4.65: Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1086.724[a]	16	.000
Likelihood Ratio	648.863	16	.000
Linear-by-Linear Association	221.802	1	.000
N of Valid Cases	500		
a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .07.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1086.724 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0$2.11 is being rejected and further interprets that there is positive impact of social media on brand loyalty aspect suggest particular brand to other consumers.

5.10.12 SMME and Brand Loyalty Aspect Recommend Particular Brand to Friends & Relatives:

$H_0$2.12: There is no positive impact of social media on brand loyalty aspect recommend particular brand to friends & relatives.

H_a2.12: There is positive impact of social media on brand loyalty aspect recommend particular brand to friends & relatives.

Table 4.66: Brand Loyalty Aspect Recommend Particular Brand to Friends & Relatives : Crosstabulation

Crosstabulation							
		Brand Loyalty Aspect Recommend Particular Brand to Friends & Relatives					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	4	0	0	2	6
	Medium	0	0	87	7	30	124
	High	15	5	0	251	16	287
	Very High	1	0	0	0	76	77
Total		22	9	87	258	124	500

To test the hypothesis $H_0$2.12 the Chi-Square test was being applied which finds the dependency between social media marketing efforts and on brand loyalty aspect recommend particular brand to friends & relatives.

Table 4.67: Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	922.477[a]	16	.000
Likelihood Ratio	707.161	16	.000
Linear-by-Linear Association	151.064	1	.000
N of Valid Cases	500		
a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .11.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 922.477 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0$2.12 is being rejected and further interprets that there is positive impact of social media on brand loyalty aspect recommend particular brand to friends & relatives.

5.10.13 SMME and Brand Loyalty Aspect Regularly Visit Particular Brand:

$H_0$2.13: There is no positive impact of social media on brand loyalty aspect regularly visit particular brand.

H_a2.13: There is positive impact of social media on brand loyalty aspect regularly visit particular brand.

Table 4.68: Brand Loyalty Aspect Regularly Visit Particular Brand : Crosstabulation

Crosstabulation							
		Brand Loyalty Aspect Regularly Visit Particular Brand					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	0	6	0	0	0	6
	Medium	0	0	86	7	31	124
	High	0	15	21	244	7	287
	Very High	2	0	0	0	75	77
Total		8	21	107	251	113	500

To test the hypothesis $H_0 2.13$ the Chi-Square test was being applied which finds the dependency between social media marketing efforts and on brand loyalty aspect regularly visit particular brand.

Table 4.69: Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1097.971[a]	16	.000
Likelihood Ratio	674.062	16	.000
Linear-by-Linear Association	188.192	1	.000
N of Valid Cases	500		
a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .10.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1097.971 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0 2.13$ is being rejected and further interprets that there is positive impact of social media on brand loyalty aspect regularly visit particular brand.

5.10.14 SMME and Brand Loyalty Aspect Satisfied with Particular Brand After Every Visit:

$H_0 2.14$: There is no positive impact of social media on brand loyalty aspect satisfied with particular brand after every visit.

$H_a 2.14$: There is positive impact of social media on brand loyalty aspect satisfied with particular brand after every visit.

Table 4.70: Brand Loyalty Aspect Satisfied with Particular Brand After Every Visit : Crosstabulation

Crosstabulation							
		Brand Loyalty Aspect Satisfied with Particular Brand After Every Visit					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	6	0	0	0	0	6
	Low	1	5	0	0	0	6
	Medium	0	0	123	1	0	124
	High	5	17	0	259	6	287
	Very High	2	0	1	0	74	77
Total		14	22	124	260	80	500

To test the hypothesis $H_0 2.14$ the Chi-Square test was being applied which finds the dependency between social media marketing efforts and on brand loyalty aspect satisfied with particular brand after every visit.

Table 4.71: Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1229.571[a]	16	.000
Likelihood Ratio	934.208	16	.000
Linear-by-Linear Association	303.817	1	.000
N of Valid Cases	500		
a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .17.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 1229.571 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0 2.14$ is being rejected and further interprets that there is positive impact of social media on brand loyalty aspect satisfied with particular brand after every visit.

5.10.15 SMME and Brand Loyalty Aspect Particular Type of Brand be the First Choice:

$H_0$2.15: There is no positive impact of social media on brand loyalty aspect particular type of brand be the first choice.

H_a2.15: There is positive impact of social media on brand loyalty aspect particular type of brand be the first choice.

Table 4.72: Brand loyalty Aspect Particular Type of Brand be the First Choice : Crosstabulation

Crosstabulation							
		Brand loyalty Aspect Particular Type of Brand be the First Choice					Total
		Very Low	Low	Medium	High	Very High	
SMME	Very Low	3	0	0	3	0	6
	Low	0	2	2	2	0	6
	Medium	0	0	97	16	11	124
	High	0	19	14	209	45	287
	Very High	0	0	0	19	58	77
Total		3	21	113	249	114	500

To test the hypothesis $H_0$2.15 the Chi-Square test was being applied which finds the dependency between social media marketing efforts and on brand loyalty aspect particular type of brand be the first choice.

Table 4.73: Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	687.913[a]	16	.000
Likelihood Ratio	423.140	16	.000
Linear-by-Linear Association	172.376	1	.000
N of Valid Cases	500		
a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .04.			

The Chi-Square test results shows that the calculated Pearson Chi-Square value is found to be 687.913 at degree of freedom 16 and corresponding p-value (asymptotic significance) is found to be 0.000 when compared with standard alpha value of 0.05 it was found that the p-value is lower than the standard alpha value confirming that the null hypothesis $H_0$2.15 is being rejected and further interprets that there is positive impact of social media on brand loyalty aspect particular type of brand be the first choice. Finally, as majority of the sub hypotheses were being rejected as corresponding P-value is found to be lesser than standard alpha value of 0.05. So, it can be concluded that the null hypothesis $H_0$2 is being rejected and it can be interpreted that there is positive impact of social media on brand building of hotel.

5.11 All Social Media Channels and Brand Building:

$H_0$3: All social media channels are not equally preferred by hotelier for brand building.

H_a3: All social media channels are equally preferred by hotelier for brand building.

The acceptance of hypothesis $H_0$3, with a p-value greater than 0.05, suggests that there is no significant evidence to reject the notion that all social media channels are not equally preferred by hoteliers for brand building. This acknowledgment implies that hoteliers within the industry may exhibit varying preferences, favouring specific platforms based on their unique attributes and effectiveness. In practical terms, this underscores the importance of a tailored and strategic approach in social media marketing for hotels, allowing them to leverage the strengths of platforms that align best with their target audience and marketing objectives. It highlights the need for flexibility and diversity in social media strategies, indicating that a one-size-fits-all approach may not be optimal. Ultimately, accepting $H_0$3 emphasizes the nature of social media preferences among hoteliers and encourages a more thoughtful allocation of resources for effective brand building.

5.12 Social Media Channels and Brand Building Model:

Social Media Channels $\longrightarrow$ Brand Awareness

Social Media Channels $\longrightarrow$ Brand Image

Social Media Channels $\longrightarrow$ Brand Preference

Social Media Channels $\longrightarrow$ Brand Loyalty

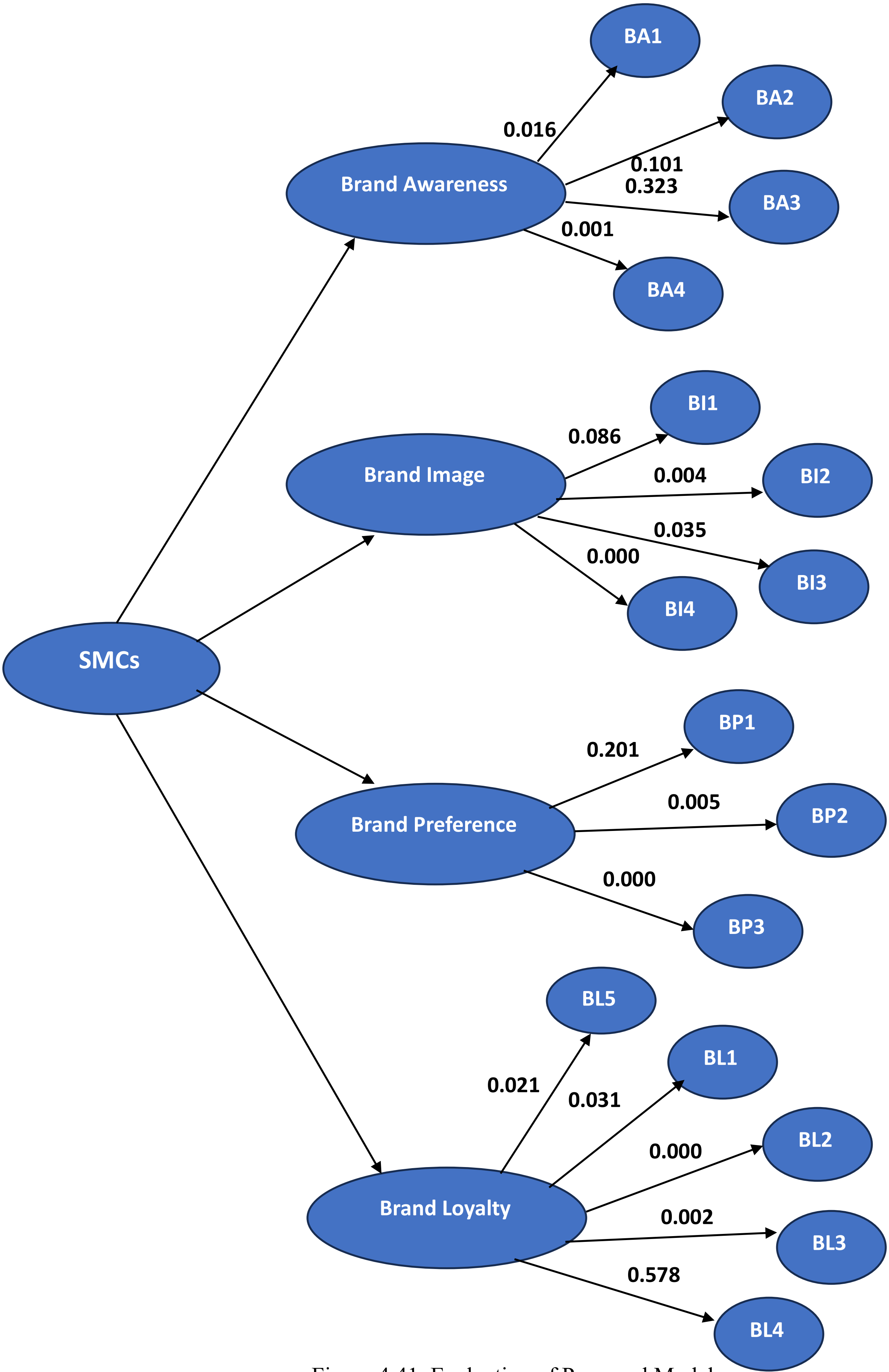

Figure 4.41: Evaluation of Proposed Model

Table 4.74: ANOVA Test Results

ANOVA						
Social Media Channels & Brand Building		Sum of Squares	df	Mean Square	F	Sig.
Brand awareness : Awareness of Particular Hotel brand (BA1)	Between Groups	7.664	4	1.916	3.084	.016
	Within Groups	307.488	495	.621		
	Total	315.152	499			
Word of mouth : upload content on Blogs (BA2)	Between Groups	4.485	4	1.121	1.951	.101
	Within Groups	284.563	495	.575		
	Total	289.048	499			
Brand awareness : Features of Particular Brand Come to Individuals Mind Quickly (BA3)	Between Groups	3.380	4	.845	1.170	.323
	Within Groups	357.538	495	.722		
	Total	360.918	499			
Brand awareness : Recall the Symbol or Logo of Particular Brand (BA4)	Between Groups	15.014	4	3.754	4.952	.001
	Within Groups	375.194	495	.758		
	Total	390.208	499			
Brand image: Leading Hotel (BI1)	Between Groups	4.525	4	1.131	2.051	.086
	Within Groups	273.033	495	.552		
	Total	277.558	499			
Brand image: Extensive Experience (BI2)	Between Groups	11.753	4	2.938	3.935	.004
	Within Groups	369.645	495	.747		
	Total	381.398	499			
Brand image: Representative of the Hotel Industry (BI3)	Between Groups	6.338	4	1.585	2.600	.035
	Within Groups	301.700	495	.609		
	Total	308.038	499			
	Between Groups	28.955	4	7.239	9.985	.000

Brand image: Customer-Oriented Hotel (BI4)	Within Groups	358.845	495	.725		
	Total	387.800	499			
Brand preference: Prefer to Purchase Particular Brand (BP1)	Between Groups	4.670	4	1.168	1.501	.201
	Within Groups	385.130	495	.778		
	Total	389.800	499			
Brand preference: Purchase the Brand (BP2)	Between Groups	10.326	4	2.582	3.731	.005
	Within Groups	342.522	495	.692		
	Total	352.848	499			
Brand preference: Willingness to Pay a Premium Price (BP3)	Between Groups	21.736	4	5.434	6.792	.000
	Within Groups	396.062	495	.800		
	Total	417.798	499			
Brand loyalty : Suggest Particular Brand to Other Consumers (BL1)	Between Groups	8.631	4	2.158	2.679	.031
	Within Groups	398.617	495	.805		
	Total	407.248	499			
Brand loyalty: Recommend Particular Brand to Friends & Relatives (BL2)	Between Groups	18.563	4	4.641	5.443	.000
	Within Groups	422.019	495	.853		
	Total	440.582	499			
Brand loyalty: Regularly Visit Particular Brand (BL3)	Between Groups	12.142	4	3.035	4.213	.002
	Within Groups	356.658	495	.721		
	Total	368.800	499			
Brand loyalty: Satisfied with Particular Brand After Every Visit (BL4)	Between Groups	2.226	4	.556	.721	.578
	Within Groups	381.974	495	.772		
	Total	384.200	499			
Brand loyalty: Particular Type of Brand be the First Choice (BL5)	Between Groups	7.696	4	1.924	2.928	.021
	Within Groups	325.304	495	.657		

	Total	333.000	499			

Social Media Channels ⟶ Brand Awareness

The ANOVA results above confirms that aspects related to brand awareness: awareness of particular hotel brand (BA1) and recall the symbol or logo of particular brand (BA4) were found to be significant as the p-value 0.016 (BA1) and 0.001 (BA4) is found to be lesser than the standard alpha value of 0.05 whereas the factors BA2 and BA3 are found to be insignificant with social media channels.

Social Media Channels ⟶ Brand Image

The factors related to brand image: extensive experience (BI2), representative of the hotel industry (BI3) and customer-oriented hotel (BI4) were found to be significant enough as the p-value 0.004 (BI2), 0.035 (BI3) and 0.000 (BI4) is found to be lesser than the standard alpha value of 0.05 whereas the factor BI1 is found to be insignificant with social media channels.

Social Media Channels ⟶ Brand Preference

The factors related to brand preference: purchase the brand (BP2), willingness to pay a premium price (BP3) were found to be significant enough as the p-value 0.005 (BP2) and 0.000 (BP3) is found to be lesser than the standard alpha value of 0.05 whereas the factor BP1 is found to be insignificant with social media channels.

Social Media Channels ⟶ Brand Loyalty

The factors related to brand loyalty: suggest particular brand to other consumers (BL1), recommend particular brand to friends & relatives (BL2), regularly visit particular brand (BL3) and particular type of brand be the first choice (BL5) were found to be significant enough as the p-value 0.031 (BL1), 0.000 (BL2), 0.002 (BL3) and 0.021 (BL5) is found to be lesser than the standard alpha value of 0.05 whereas the factor BL4 is found to be insignificant with social media channels.

5.13 Hotel's Preferences of Social Media Channel:

$H_0$4: There is no significant difference in the hotel's preferences of social media channel.

H_a4: There is significant difference in the hotel's preference of social media channel.

The cross-tabulation table shows the district wise classification of importance of SMM in comparison to traditional marketing efforts.

Table 4.75: Crosstabulation: SMM Preference Over Traditional & Districts

Crosstabulation							
		Districts					Total
		Ajmer	Jaipur	Jodhpur	Kota	Udaipur	
SMM Preference Over Traditional	1.00	18	18	9	18	18	81
	2.00	9	18	18	9	18	72
	3.00	9	9	18	18	9	63
	4.00	18	18	18	9	18	81
	5.00	46	37	37	46	37	203
Total		100	100	100	100	100	500

Table 4.76: Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.858[a]	16	.072
Likelihood Ratio	26.238	16	.051
N of Valid Cases	500		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.60.			

The table above shows the results of the Chi-Square test used for testing the null hypothesis $H_0$4. Accordingly, the Pearson Chi-Square value is found to be 24.858, Likelihood Ratio value is found to be 26.238 at degree of freedom 16 each and the corresponding p-value found to be 0.72 and 0.51 respectively. As in case of Pearson Chi-Square test the p-value of 0.72 is being greater than the standard alpha value of 0.05 it can be concluded that the null hypothesis is being accepted which further suggest that there is no significant difference in the hotel's preferences of social media channel based on districts.